

# PRINTERS' INK

Registered U. S. Patent Office

**A JOURNAL FOR ADVERTISERS**

185 Madison Avenue, New York City

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VOL. XCVIII

NEW YORK, MARCH 8, 1917

No. 10

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## World's Largest Poultry Specialty Manufacturers

**E**VER so often you read about a man who started with a few chickens in the back yard and made a fortune. Here is one that did all of that and then some.

Mr. O. B. Andrews, of Chattanooga, President of the O. B. Andrews Co. and affiliated companies, still had growing pains after achieving success with poultry. He found much of his equipment faulty. Instead of enduring it, he gave freedom to his own inventive genius and proceeded to perfect poultry appliances. Today the O. B. Andrews Co. markets almost everything in the poultry supply line, much of it being originated by Mr. O. B. Andrews himself.

We think that Mr. Andrews and his associate, C. S. Andrews, will gladly testify to the services of Advertising Headquarters in helping them to solve their complex merchandising problems.

This account is now in the state of incubation, so to speak, and it promises to hatch into a sizable one in the very near future. We like such accounts. We like to grow up with them. We would rather have an account with a future than one with a past, any day.

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## N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

## The Accessory Manufacturer's Greatest Opportunity

There is a day coming for you, Mr. Accessory Manufacturer, when it will not be as easy sailing as it is today. Many of you have been advertising your accessories to city folks. Some of you have fallen down on your advertising campaigns. You had to sell both the automobile owner and the garage man.

Your opportunity now is on the farms of the United States, where your efforts and expenses can be cut in two for the reason that the *Standard farmer is, to a large extent, his own mechanic and his own garage man.* If you can convince the Standard farmer that your accessory is a good one for his car, you have also convinced the mechanic, as the Standard farmer is both.

The farmer will always be the biggest buyer of automobiles, because he has more use for them—and has more money with which to buy them. Put your advertising money on a winner. The farm market is the big market for the accessory man.

Already a number of the wise accessory men are advertising in Standard Farm Papers and these manufacturers will be on top no matter how the automobile market ebbs or flows.

Standard Farm Papers are teaching the farmers how to farm better and live better. They believe in the automobile for the farmer and have always advocated it.

The clientele of Standard Farm Papers, man for man, has more money with which to buy automobile accessories than any other similar number of men that can be reached by any other media.

Remember, if your accessory is not for sale at the dealer's store in the Standard farmer's regular trading center, the farmer can easily reach three or four other towns within a few miles' radius with his automobile.

Standard Farm Papers have been the backbone of every successful automobile campaign on popular priced cars.



### THE STANDARD FARM PAPERS ARE

- The Wisconsin Agriculturist  
*Established 1877*
- The Indiana Farmer  
*Established 1848*
- Pacific Rural Press  
*Established 1870*
- The Farmer, St. Paul  
*Established 1888*
- The Ohio Farmer  
*Established 1848*
- The Michigan Farmer  
*Established 1848*
- Prairie Farmer, Chicago  
*Established 1841*
- Pennsylvania Farmer  
*Established 1880*
- The Breeder's Gazette  
*Established 1881*
- Hoard's Dairyman  
*Established 1870*
- Wallaces' Farmer  
*Established 1895*
- Progressive Farmer  
*Established 1886*
- Birmingham, Raleigh  
Memphis, Dallas

WALLACE C. RICHARDSON, INC.  
*Eastern Representatives*  
381 Fourth Ave., New York City

GEORGE W. HERBERT, INC.  
*Western Representatives*  
Conway Building  
Chicago

*All Standard Farm Papers are members of A. B. C.*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. XCVIII

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## Making a Public Trend the Advertising's Point of Contact

How Kops Brothers Have Found the "Common-Sense" Health Movement a Powerful Sales Vehicle for Nemo Corsets

Based on an Authorized Interview by H. A. Beers, Jr., with

**Daniel Kops**

Of Kops Brothers, New York City

SOMETHING more than a score of years ago an American manufacturer was waiting for a train in the city of Nurnberg, Germany, his native land. He was dining in a local hotel.

"Watch these women coming downstairs," remarked the waiter. "There's a wedding on—and you'll see something funny."

The American kept his eyes open as directed.

"Why—they're walking in night dresses!" he exclaimed.

"That's the way they looked to me then," said this manufacturer in recalling the incident recently. "They were all dressed in loose-flowing robes, like the pictures of Queen Louise—what came later to be known as the Empire style; quite a contrast to the pinched, wasp-waisted fashions of the time."

A few years later an advertising solicitor in New York City was handed a postal card. The card asked that a representative call to see a man in Third street, near Broadway. The solicitor called at the address named, trudged up three flights of stairs, and was referred to a stout, pleasant-faced man, sitting in shirt sleeves and smoking a pipe. After two hours of talk—"conference" is the high falutin' for it nowadays—this man gave the newspaper solicitor an order for 100 lines in the Sunday edition; \$38 worth.

This man was Daniel Kops, the manufacturer of the opening paragraph, and the 100-line advertisement was the first that ever appeared for Nemo Corsets. There is a direct relationship between these two incidents, which we shall see, as the story-writers say.

Mr. Kops' company now manufactures a daily average of 500 dozen trade-marked corsets, the majority of which retail at from \$3.50 to \$5 apiece. For his products he has an international distribution, with factories in the United States, England, Germany, and, presently, Canada. The features that he emphasized in his first advertisement, he continues to emphasize to-day in an advertising campaign which runs steadily in large space from year to year in between 250 and 300 newspapers, ten months of the year.

Mr. Kops has been a pioneer in several ways. For one thing, he was the first man to use the dailies to advertise corsets nationally.

The bearing that the first paragraph has to the rest of this story is this: The German women in their unusual gowns—"night dresses" was the term—on more serious reflection gave concrete form to some ideas out of which eventually grew that first advertisement for Nemo Corsets and the great manufacturing establishment of to-day.





## An Appreciation

The following is part of a letter which has been received from a well-known novelist, who is contemplating writing a serial story for the Christian Herald:—

"Thank you very much for the Christian Herald, which I have read with great interest. It is rather wonderful to me how you manage to accomplish such a breadth of outlook in a religious publication, and yet not for a second destroy its individual character as a religious paper. It seems to me that, in this terrible epoch of history, religion should be dwelt upon in literature as never before, and in the manner likely to appeal to all classes."

In a very definite way this epitomizes the attitude of Christian Herald subscribers toward their favorite publication.

The Christian Herald is more than merely a religious publication. It is a home newspaper in the broader sense, and is accepted as such in over 300,000 American homes.

### THE CHRISTIAN HERALD

*Member Audit Bureau of Circulations*

BIBLE HOUSE, NEW YORK

detect the rumblings on the fashion horizon. The condemnation of arbitrary fashion as a danger to health when carried to absurd extremes began to find voice. It was even preached from pulpits. The bridal party of Nurnberg was an extreme example of the reaction in favor of the new hygiene. Fashion took a new tangent. Physical culture, out-door exercise, open windows, began to be the fashion.

All this has since developed in-

ular trend that promises to become more than a mere fad.

It was not the corset, he foresaw, that was doomed, but the absurd conditions that bequeathed to the corset its arbitrary and ever-changing contour. Some might discard this garment altogether, but the rank and file of womankind, he knew, would never do so. Nevertheless, if the corset were to withstand the onslaughts assailing it from all sides, it must undergo a radical change: it must conform more to the laws of physiology and hygiene, that were seemingly just being discovered by the general public. It must aid rather than menace the delicate organs of the body.

With this idea in mind Mr. Kops designed and patented what he called his Nemo Self-Reducing corset—a garment designed, among other things, to support the body naturally, yet to press nowhere on a nerve or artery. Since that day his inventions along hygienic lines have multiplied. They are too many to dwell upon in particular. Suffice it to say that they are all designed to the same end—to aid and assist body training—in some cases to take the place of impaired physical functions—and to improve the figure without unnatural restraint or compulsion.

It was one thing to start out with this idea, however; quite another to sell it.

"They'd laugh at me when I talked about 'hygiene,'" said Mr. Kops. "A lot of them didn't know what I meant by the word. 'There goes Kops,' they'd say—'a good fellow but a cloud-chaser.' I used to be known as the Barnum of the corset business. During the first year I took in my brother Max to help me sell. We finally landed an account in Chicago. We nursed that account carefully. For a long time we didn't dare try to get another in that town, for fear that the first one would hear of it and throw out our corset."

How the hygienic "moon-beam"

## BEAUTIFUL SYMMETRY



in figures with high abdomen can only be obtained by wearing the proper corset. The

**"NEMO  
SELF-  
REDUCING"**

is the proper corset for portly figures, because it is made to do two things particularly well.

FIRST—IT HYGIENICALLY REDUCES AND SUPPORTS THE ABDOMEN AND GIVES GRACE AND SYMMETRY.

SECOND—IT RAISES THE WEIGHT OF THE ABDOMEN, AND IN CASES OF PHYSICAL WEAKNESS IT IS A POSITIVE RELIEF.

Women everywhere are getting to know its admirable qualities and are adopting it for wear.

Recommended by leading doctors and dressmakers.

Made of French, Outhill, White, Drab, Black,

all sizes..... \$2.50.

In French Diamond Satin: Black, \$5.00.

On sale in all corset departments.

For booklet explaining more fully apply to

KOPS BROS., 35 West 54 st., New York.

THE FIRST ADVERTISEMENT OF KOPS BROTHERS,  
APPEARING IN 1899

to a national, almost an international habit of mind. It was during the gathering of the storm that Mr. Kops caught the drift and decided to take his savings and start out for himself. His idea, around which his business has revolved ever since, was this: to apply to the making of corsets the principles of hygiene first and to feature this fact steadily to his market. Thus, to slide in on the impetus of a new movement; to gain for his idea some of the momentum that gathers and increases with the development of a pop-

# Responsive Circulation

Practically all subscribers pay full subscription price, without premiums or clubbing

Every advertisement is guaranteed

## THE AMERICAN WOMAN

500,000 net paid total circulation,  
over 350,000 of which is in  
towns of 5,000 population or less

*Western Advertising Office*  
W. H. McCURDY, Mgr.  
30 N. Dearborn St., Chicago, Ill.

*Eastern Advertising Office*  
WM. F. HARING, Mgr.  
Flatiron Building, New York

finally gained the more serious attention of the trade came about in this way. A young woman reporter on the New York Sunday *American*, in some of her feministic activities, happened to learn of the Kops idea in corsetry. The corset was occupying a pretty good position in the spotlight of public comment at that time, and this young woman sensed a possible story in the idea of corseting for health.

Mr. Kops told her of his trials and of the incredulity and ridicule he had to face. He showed her his new "Self-Reducing" Nemo and dropped the wish that he might be able to bring this garment to the attention of some influential member or body of physicians to get their opinion, with a view to ending the jibes aimed at his idea.

"I think I know somebody who will see you," reflected the young lady. Later Mr. Kops received a note from her with an introduction to a Dr. Guernsey. This proved to be a turning point in the Kops fortunes.

Dr. Egbert Guernsey was a Yale graduate, long prominent in medical circles in New York City, and for a long time editor of the New York *Medical Times*. The young woman reporter who had visited Mr. Kops took a sample of the Nemo Self-Reducing corset and showed it to him. In the story she wrote she quoted him as saying:

"I heartily approve of this corset. One of the greatest objec-

tions from a woman's point of view to the usual abdominal supporter is that it adds to the size of the waist and hips, while this corset reduces them. The harm which the ordinary tightly laced corset has done to female health is beyond reckoning, but the 'Self-Reducing' corset can in no way harm a woman physically. On the contrary, it will strengthen her."

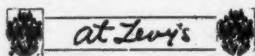
It requires but half an eye to appreciate what possibilities this opinion offered to the young manufacturer, struggling to gain recognition for his ideas. He was not slow himself to appreciate his opportunity. With the introduction from his reporter friend he went to call on Dr. Guernsey.

"I was a meek young man in those days," said Mr. Kops—"and I was somewhat over-awed in the Doctor's presence. I asked him if I might use the quotation in a folder. He said he appreciated that it was somewhat contrary to the ethics of the profession to lend indorsement to a commercial article, but he said also that my corset repre-

sented a radical move in the right direction, and he would therefore permit me to use his statement.

The young woman reporter was Miss Grace Margaret Gould, now fashion editor of the *Woman's Home Companion*. The incident related antedated her present position by a good many years. The article prompted much comment in the fashion pages of the country and was sometimes reprinted.

(Continued on page 94)



## Attractive Value



HERE'S a Switch which suggests many attractive possibilities for the arranging of one's hair in a charming and original manner. It is 21 inches long, naturally wavy and priced at—

**\$4.95**

Manicuring, Shampooing, Facial and Scalp Massaging, etc., at reasonable prices.

## New Buttons Here

WE are now ready to show all the latest Buttons for Spring. The new assortments have arrived, both in the pearl and in the colored styles. Women planning their Spring dresses should see this priceless collection.

We are also fully equipped to make Covered Buttons from your own material

## A Fashion School



Instruction in the art of correct corseting by Mrs. O. G. Richardson of the Nemo Hygienic Fashion Institute. Mrs. Richardson's advice and instruction are invaluable to any woman who wants to get the maximum of style, comfort and wear out of her corsets. She gives practical demonstrations with the aid of Nemo and Smart Set Corsets for both slender, medium and full figures.

This is not an ordinary "demonstration," but a School of Fashion and Health for your free use and benefit. Corset Department, third floor

**Levy Bros. Dry Goods Co.**

DEALER ADVERTISING OF THE NEMO FASHION SCHOOL



**OWN** the Nation's Trade  
by Power of Dominant  
Idea Advertising and Mer-  
chandising. We Know the  
Way to Do It.

*Joseph S. Finn*

**NICHOLS-FINN**  
**ADVERTISING COMPANY**  
222 SOUTH STATE STREET, CHICAGO



**J. WALTER THOMPSON COMPANY**  
ANNOUNCES

**THE REMOVAL  
OF ITS  
NEW YORK OFFICES AND HEADQUARTERS  
TO  
244 MADISON AVENUE, COR. OF 38TH ST.**



**NEW YORK OFFICE**  
TWO FLOORS, THE FOURTEENTH  
AND FIFTEENTH, WELL ABOVE  
THE STREET NOISES

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We had to have more space, so we have come up here where we could be most conveniently located for you, and could have two light, airy floors, well above the street noises.

New Yorkers will find us only a step from 42nd Street Subway Express Station. Out of town folk can reach us easily from either the Grand Central or Pennsylvania stations, or from the hotel district.

The main entrance is on the fifteenth floor. Also the reception room, the offices of executives and representatives, the media, auditing, billing and checking departments, and the files of magazines and newspapers.

On the fourteenth floor are the production departments — plan, statistical, men's editorial, women's editorial, art, and mechanical; the mailing department, the exhibit and conference rooms, and the statistical library.

Mr. Everett Meeks, formerly of Carrere & Hastings, architects of the New York Public Library, etc., planned the general effect. The whole treatment is very modern, giving distinction and individuality to very practical working arrangements.

Why not visit us and see in operation the central power plant from which, through the branches shown at the right, J. W. T. Service reaches out to all parts of the country?



CHICAGO OFFICE  
LYTTON BUILDING



BOSTON OFFICE  
201 DEVONSHIRE STREET



DETROIT OFFICE  
KRESGE BUILDING



CINCINNATI OFFICE  
FIRST NATIONAL BANK BUILDING

# \$750,000 a Year for Welfare Work Spent by a Single Corporation

Home Nursing of Sick Policyholders Cost Metropolitan Life Big Amount  
Last Year—Over 1,000,000 Visits Paid—Millions of Metropolitan  
Leaflets Distributed by Schools, Physicians, Etc.

By Charles W. Hurd

IT is, of course, true that the health service which a life insurance company gives its policyholders is different, superficially, from the kind of service a manufacturing company affords its customers or employees. Nothing that the automobile, typewriter, sewing-machine companies, the railroads, or public service corporations feel themselves called upon to do at all resembles it.

And yet the basic need for all is the same. The Metropolitan Life Insurance Company is just as desirous of keeping its old policyholders and adding new ones, and of reducing the cost of getting and keeping them, as if its customers were called "dealers" or "ultimate consumers." The service it gives is a nursing and health-educational one, and it is costing \$750,000 a year to give it.

Up to perhaps eight or ten years ago the conception that the life insurance companies had of their jobs was primarily the payment of death claims and the collection of insurance premiums. Life insurance people have earned the credit of being about as bright as any other class of business men in the world, but it is a curious fact that at that time they were almost altogether dominated by the idea of pushing for new business and had no adequate notion of the possibilities of increasing the net, and eventually the gross, by reducing the mortality and "lapses" through welfare work of the character suggested.

The insurance upheavals in New York State marked a change in the old order and paved the way for a reconsideration of the whole basis of promotion.

Early in 1909, one of the high executives of the Metropolitan was returning to New York from a

Philadelphia meeting. On the train with him was Lee K. Frankel, who enjoyed a wide reputation as a social worker for the Sage Foundation. On the way home they exchanged intimate views on industrial insurance. The result was a new department for the company, with Dr. Frankel in charge.

## RESULTS THAT MIGHT BE EXPECTED

At about this time the subject of health education was coming to the front in public discussion. District nursing, too, was beginning to be recognized as a force for social amelioration. The conception was that a great deal might be done through both kinds of work, health or preventive instruction of policyholders, and nursing of the sick among the so-called "industrial class,"—i. e., men, women, and children insuring for \$500 or less—to decrease mortality and sickness; mortality, because it involves the payment of death claims, and sickness because it cripples earning power and threatens insurance premiums.

There was still another important result which might be looked for.

"The fundamental upon which all life insurance premiums are based," said Dr. Frankel, "is the mortality experience coupled with the rate of interest. If the experience can be changed for the better it will mean that the cost of insurance can be reduced. Efforts are being made in other ways, of course, to reduce the cost.

"If through the organization of what are now 11,000,000 individual policyholders of the company improved health conditions could be secured, if through the weekly visits to these policyholders, total

(Continued on page 17)



*You can make your  
Direct Advertising  
effective without  
using*

## Buckeye Covers

*—but not without  
spending more  
money.*

Catalogues,  
Booklets, An-  
nouncements,  
Folders, Broad-  
sides, Envelope  
Stuffers, Mailing  
Envelopes—they  
cost less, look  
better and pay  
better, as a rule,  
when *Buckeye  
Covers* are used.

The nearest  
*Buckeye Cover*  
dealer will show  
you “proofs” if  
you ask him.

“The Principles and Practice of  
Direct Advertising” is a 190-  
page book of Facts, Figures  
and Suggestions that should  
be on the desk of every adver-  
tiser. Sent free on request.

### THE BECKETT PAPER CO.

**MAKERS OF GOOD PAPER**  
in Hamilton, Ohio, Since 1848

Dealers in Principal Cities of United States, Canada  
and England. Your Printer Knows the Nearest.

*Member Paper Makers Advertising Club*

# 1,000,000 *and more—*

**M**ORE than one million copies of Collier's are now being published every week.

This is important to the advertising world because a magazine of ideas, responsible to an aggressive editorial policy, naturally gathers about itself people of intelligence and action, people of taste and resources—and no other such magazine has ever reached a circulation of 1,000,000.

To accomplish its aims and maintain its editorial standards, Collier's must chiefly depend for its audience upon the relatively small group of the public who have the mental independence and alertness to respond to lively comment on public men and affairs and to the actual facts of life as presented by those who see it and live it.



Trade-Mark

That Collier's can now count among its readers more than 1,000,000 families of this sort is

a result of years of effort which every department of a great publishing institution has contributed.



Trade-Mark

To Collier's readers the editors have given the best fiction and special articles that judgment could choose and money could buy. Trying always to be fair without being neutral, they have published honest opinion, based on fact, not prejudice, and aimed to call forth an honest response.

Practically every phase of Collier's expression is a stimulus to action. The aim of the advertiser also is to stimulate action—to impress the reader with the merits of his product so emphatically that action will follow desire.

So Collier's offers the advertiser an environment and a momentum for his message that magnify its effectiveness, and a circulation of more than 1,000,000 that reaches the predominant group in nearly every American community.

# Collier's

THE NATIONAL WEEKLY

New York Chicago Boston Philadelphia



Unlike any other paper

Most golf courses have greens and players. The greens are directly affected by worms and burrowing insects, both of which are good bird food. The players are affected by mosquitoes, which are eagerly eaten by birds.

Golf courses need more birds—it is as plain as the nose on your putter.

To get more birds, make your golf course a bird sanctuary. The Liberty Bell Bird Club (thought out and originated by The Farm Journal) will tell you how. At one sanctuary we know of there are now 278 pairs of mosquito-eating birds, where a year ago there were 3 pairs. Maybe you could do as well at your golf club; it's worth trying.

Besides, your caddies would be the better for a little bird education. So would your members' children.

Write for full details, the Bird Club Guide and estimates of cost—yes, indeed, we will buy the materials for you, and thereby save you a lot of money.

## The Farm Journal

Washington Square, Philadelphia



ing as they now do 200,000,000 visits annually, important lessons in personal hygiene could be taught, lives would be saved that are, of course, only less precious to the company than they are to their families and the community."

The department, now known as the Welfare Division, was created almost overnight. There were no precedents or traditions for its conduct. One or two pamphlets on health subjects had been doing duty for some years. Anything so thoroughgoing and expensive as the nursing and education of hundreds of thousands of "risks" had apparently never before been dreamed of by any insurance company, nor has any other since undertaken it.

Out of the nursing service instituted in 1909 have developed many phases of work, the importance of which may be immediately summarized in figures. In 1909 there were 4,723 sick policyholders visited by nurses, a total of 28,442 times at a cost of \$13,685. The 1916 cost of the enlarged nursing service was \$612,935 and covered 1,189,828 visits on 221,566 patients. The number of sick policyholders visited since the beginning is 1,028,295. They were visited on an average more than six times each at a cost of \$3,086,354, or more than \$3 each, or about fifty cents a visit. When the total number is reckoned in this is only about five cents per policyholder.

In addition to this, more than \$100,000 is expended in the printing of literature, more than 10,000,000 pieces of which are annually distributed, or since 1909 over 150,000,000 in all, of which a fourth or fifth part were paper drinking cups. Other expenses aggregate \$50,000, so that the mounting appropriation has already reached an annual sum of \$750,000, or a trifle more than one per cent of the premium income in the industrial department.

At the sales convention of the industrial department, just concluded, three main purposes were set before the men. A comparison of these shows just where the

welfare work fits in. The men were urged, in the first place, to cut still further the "lapse ratio," which means ratio of lost or cancelled premiums to total premiums paid. According to the company, this has already been reduced to a lower point than ever before heard of. Second, the men were asked to reduce expenses. And, third, they were instructed to push welfare work.

#### FIELD AGENTS TO DISTRIBUTE HEALTH LITERATURE

Why should they push welfare work, these field representatives whose earnings came from the creation of new business and the collection of premiums? There are 14,000 of them, all writing industrial insurance as well as ordinary insurance. These industrial policies, as said, run \$500 and less. The premiums, collected weekly, amount to a few cents apiece. Until the organization of the welfare work, the sole activity of the agents was solicitation and collection. They distributed literature, but it was almost exclusively promotional literature, like the quarterly house-organ "Metropolitan," whose circulation last year was 18,000,000. They had to find their own business.

The revised plan proposed to create a new, simply written, practical health literature, and distribute it to its industrial policyholders through this immense army of agents. It also proposed to have the agents report all cases of acute sickness among policyholders for nursing help. This was an unselfish service which the people would appreciate.

The nursing service that has developed from that plan is given almost entirely through visiting nurse associations, with which the company makes arrangements on a fee basis. Where no such association is in existence the company employs its own nurses, either on a visit basis, or where the number of policyholders justifies it, a salary is paid.

The nurses do not remain permanently in the homes but they may call more than once. The average number of visits per case

is six. In chronic cases the families are instructed so as to be able to assume the care.

Nurses also assist patients in securing admission into sanatoria. A maternity service is given where needed, post-natal service at the present time, but to be extended to take in the instruction of expectant mothers.

All of the service is without charge to the policyholders. The cost is distributed over the whole organization, the company having been mutualized two years ago.

The other important activity in which the agents co-operate is the distribution of literature. Since 1909 there have been published more than sixty different pieces of literature, some of them in six languages. They deal with all of the common diseases, with the care of babies and children, the care of teeth, with first aid, fatigue, sanitation and hygiene, and similar subjects. With these are included wax and folding paper cups, each with a suitable health legend on it. Many of the pamphlets and leaflets are illustrated. One and all are aimed at the family of small income and limited means of acquiring information of this nature.

#### WIDE DEMAND FOR LITERATURE

For the past few years the company has been in constant receipt of requests for the literature from health officers, social agencies, libraries, industrial establishments, hospitals, physicians; by chambers of commerce, women's clubs, Sunday schools, Y. M. C. A.'s, playground associations, etc. Some of the leaflets have been used as textbooks in the public schools.

It is evident that the care with which the literature has been prepared, the simplicity of its language and the absence of aggressive promotion in connection with its distribution, have all co-operated to increase the demand for it. Needless to say, it is no small part of the secret of its popularity that it is supplied free.

A few years ago, before school authorities and others became acquainted with its educational val-

ue, there was a disposition to consider it an "advertising scheme." But that feeling is passing away. The company's name is printed on the literature, but there is no flavor of solicitation in it, and therefore the physicians, as a class the greatest sticklers for the ethical attitude, give their co-operation freely.

The company has, in fact, been careful not to antagonize the doctors in any way. All of its literature advises the families of sick policyholders to call for medical help at the first suspicion of serious illness, and the nurses pay their visits only when a physician has the case. The result is that doctors with a working-class practice often ask the family as to whether the patient is insured in the Metropolitan Company.

Dr. Frankel, head of the welfare division and third vice-president of the company, is insistent that the welfare work shall not be regarded as advertising or promotion. As already pointed out, it is creating an enormous amount of good will, but the company fights shy of saying so. The suggestion is never made in any report, sales literature or sales convention.

The explanation is obvious—the company would forfeit the good will and support of the school and health authorities, physicians and social workers if it were exploiting them for profit, and it desires to avoid any appearance of doing so. Their co-operation had not been sought, but it was none the less valuable. So also was the recognition by the professional and business classes under whose notice it came, for the Metropolitan is not only an industrial insurance company; 40 per cent of its business is ordinary life business. And judged by the amount of outstanding insurance of both kinds, it is the largest life insurance company in the world.

For a not very different reason, it is probable, the business-getting phase of the welfare work has been relegated to the rear and the service idea has been brought to the front.

For these reasons the advertis-

ing aspect of a service costing \$750,000 a year gets no official acknowledgment and no organized care. Is that sound, do you think? Is it wise to bow to the prejudices of a class instead of overcoming them, as so many public service corporations have found they have been able through advertising to overcome the hostility of the public? If, in other words, the company is giving its policyholders a very valuable service, and the public as well, why should the benefits not be extended as rapidly as possible, by approved modern methods?

The company had no sooner launched its nursing and educational work than it began to realize the advantage of having reliable, comparative data on all phases of it and to appreciate that in its 14,000 agents paying weekly visits to hundreds of thousands of homes it had an exceptional instrument for investigation.

In order to see what advance it was making with its nursing work the company conducted, through its agents, a sickness survey in Rochester, N. Y.; Trenton, N. J.; Boston, Mass., and the cities of North Carolina. The detailed accounts of the studies have been published by the United States Public Health Service. Other surveys of the sort are planned.

Analogous to the sickness surveys are the unemployment surveys, undertaken by the company first in New York City during the winter of 1915 on behalf of the Mayor's committee, and afterward at the request of the United States Bureau of Labor Statistics in more than forty cities. The surveys have received wide publicity and endorsement.

The Welfare Division has always been happy to perceive a need in the direction of health education that might be met by a new pamphlet or leaflet. Over a year ago, for example, it issued one entitled "Your Rights and Duties Under the Health Law of New York." It was written so simply that it could readily be understood by a child. The pamphlet was endorsed by the Department of Health and has been dis-

tributed in the schools, and also through many other avenues. Similar pamphlets were later distributed in St. Joseph, Mo., and San Francisco.

Other company literature is being systematically distributed by health department officers of many cities. In some instances health departments have reprinted the circulars. One department translated the circular on the "Fly" in four different foreign languages.

Hundreds of "clean-up" campaigns have been assisted with the distribution of literature by the hundred thousand and million pieces.

#### OTHER ACTIVITIES OF WELFARE DIVISION

Some way of organizing the policyholders in order to stir up their interest and make them better subjects for educational work was early sought by the Welfare Division. A Veteran Policyholders' League was inaugurated for those whose policies had been in force twenty-five years or more. There are now more than 50,000 members in it, many of whom wear the membership pin. The insured children are being brought together in the Health and Happiness League. Picnics for the policyholders are held in many districts.

The company is very conservative in estimating the results of these activities.

"It is probably not exaggerating to assume that the efforts that have been made have influenced the mortality reduction," is the way Dr. Frankel puts it.

It is also probably not exaggerating to say that the work of the Welfare Division has had a very considerable influence in making the past year altogether the most prosperous in the company's history. The assets are \$608,097,634, an increase of more than \$66,000,000. After setting aside \$10,424,467 dividends to be paid in 1917, there is a surplus to policyholders of \$28,167,511. The income for 1916 was \$153,043,319, a gain of \$14,995,173. The total insurance written was \$596,856,528.

A more definite and traceable effect of the work is to be seen in the changed character of the agents' relations to the policyholders. The emphasis is fast passing from solicitation to service, due to the demonstrations of benefit, the co-operation of the authorities, individuals, and associations, and the prestige derived from all new sources. The new conditions further point to the creation of a higher and more efficient type of organization and better opportunity for standardization than has been possible under past methods.

### Newsprint Price Fixed by Trade Commission

On March 4 the Federal Trade Commission accepted the proposal made by manufacturers of news print paper that it fix a price for their product, and named \$2.50 a hundred pounds as a reasonable charge. The commission made it clear that it is not acting as an agency of the Government to fix prices, but is serving only as an arbiter. It declined to act until both publishers and paper jobbers agreed to the manufacturers' proposal and promised co-operation. Jobbers have agreed to handle and distribute paper put at their disposal by the commission at rates the commission prescribes.

The prices fixed will be in force for six months, and contracts calling for prices higher than those set will be abrogated. Besides the price of \$2.50 at the mill in carload lots, the commission named these prices: Less than carload, \$2.75; news print sheets in carload lots, \$3.25; less than carload, \$3.50. Jobbers will charge not more than 5 per cent on carload lots, 12½ per cent on less than carload lots, and 20 per cent on less than ton lots.

In a preliminary report to Congress on its news print investigation, the Trade Commission said there had been no real shortage of paper, but that important manufacturers of the United States and Canada had banded together to obtain "unreasonable profits."

### E. A. Ames Purchases Ostermoor.

Edwin A. Ames last week purchased the entire business of the Ostermoor Company, New York, from the estate of the late Henry A. Ostermoor. He has been active head of the business ever since it was started in 1891. At that time the Ostermoor Company was formed to succeed the old firms of H. D. Ostermoor & Son and the Patent Elastic Felt Company. The Ostermoors originally started in business in 1853.

Mr. Ames tells *PRINTERS' INK* that the advertising and the sales will be carried on as heretofore.

### Wyoming Adopts Law Against Fraudulent Advertising

Chapter 26 of the Wyoming Laws of 1917, approved by the governor on February 17, is one of the most stringent statutes against fraudulent advertising yet enacted. Like the *PRINTERS' INK* Model Statute, it punishes advertisers who make untrue, deceptive or misleading statements about what they have for sale (including amusements, entertainments, exhibitions and services) without prescribing that such misstatements must be "knowingly" made. The act contains a proviso, however, that it shall not apply to the publisher of a newspaper or other publication who inserts misleading advertisements without knowledge of their character. But this law goes further than the *PRINTERS' INK* Model Statute in that it applies to advertisements, including letters circulated or placed before "the public, or any person," so that it would apparently include misstatements made in a letter written to a single prospective customer, while, in most States, statutes against fraudulent advertising deal only with misrepresentations circulated before the public in general. Violation of the act is made a misdemeanor, punishable by a fine of not more than \$100, in the discretion of the court, for every offense, and each day that the offending advertisement is published constitutes a separate and distinct offense. Section 2 defines an advertisement as "any notice, announcement, statement, representation, exhibition, demonstration or proclamation, whether by printing or writing"—a provision evidently intended to exclude mere oral misstatements. By Section 3 it is made the duty of the County Attorney of each county, "on complaint being made, to vigorously prosecute any and all offenders against the provisions of this Act."

### Appointment by McCaskey Register Company

Edward T. Conrad has been appointed advertising manager of the McCaskey Register Company, Alliance, Ohio. He succeeds A. E. Waldorf, who has resigned to go into the National Advertisers' Research, conducted under the supervision of R. O. Eastman, Cleveland.

### W. H. Porter Joins MacManus

Major W. H. Porter, who has represented the Dunlap-Ward Advertising Company at Toledo for several years, will in the future represent, in that city, Theodore F. MacManus, Inc., of Detroit.

### "Modern Priscilla" and "Home Needlework" Merged

Beginning with the May, 1917, issue, *Home Needlework Magazine* will be combined with *The Modern Priscilla*, and will be published under the latter name.

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# Look Into and Get Into the March 27th Issue of **POWER**

From an advertising standpoint this particular issue is an exceptionally good "buy."

In addition to Power's regular circulation there will be distributed

## **2000 EXTRA COPIES**

**1000 Extra to High Grade Jobbers  
1000 Extra to Plants in New England**

There's special value for advertisers in these figures; an opportunity of reaching 1000 extra high grade jobbers all over the country and 1000 extra desirable plants in New England, besides the regular Power circulation of 28,000 copies.

The editorial section will contain special articles on the Isolated Plant-Central Station situation in New England. This subject will be a live one just at this time for the American Society of Mechanical Engineers will devote a special two-day session to it in Boston during the first week in April.

Advertising forms close March 21.  
Get your reservations for space in early.

## **POWER**

**HILL BUILDING**

**NEW YORK CITY**

One of the five Hill Engineering Weeklies published at 10th Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal*, *Engineering News*, *American Machinist* and *Coal Age*.

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# F R

## *Advertising*

A composite picture of the Frey organization would show large and thoroughly equipped quarters.

But it could not show what the advertiser wants most of all to see—actual production.

For this organization has brought forth a vast amount of advertising in every conceivable form.

The proofs are here, and the manufacturer and agent who are interested may see them at any time.

Or, on request, a Frey representative will call with pertinent examples.





E

Y

*Illustrations*

Past performances are of interest when they touch your own business. They serve as a key to what can be done in the future.

A good many advertisers and agents are astonished at the range and versatility of Frey work.

It has covered complete campaigns.

But there are virgin fields—new methods of approach to be worked out.

It is for these that the Frey organization has steadfastly freshened itself in art, in typography, in ideas.

CHARLES DANIEL FREY COMPANY  
104 South Michigan Avenue, Chicago, Illinois



# Frank H. Simonds

*is back from Europe*



FRANK H. SIMONDS  
Associate Editor  
New York Tribune

HE landed in New York February 28th, after a two months' study of conditions in the war zone.

The following day The New York Tribune began the publication of a series of big news articles by Mr. Simonds on war conditions in England and France.

The new light Mr. Simonds is throwing on the military situation in Europe and how it may affect us is adding still more to his reputation as the foremost American authority on the Great War.

The same forward looking policy that sent Simonds to Europe influences every page of The Tribune. The Tribune is first of all a good newspaper; perhaps that's one reason why it's a profitable advertising medium.

*The Advertising News says The Tribune has one of the best arranged rate cards issued. A copy will be sent upon request.*

## The New York Tribune

*First to Last—the Truth: News—Editorials—Advertisements*

# "Nice Little Messes of Words"

Frothy Ads Without "Body" Meet the Fate They Deserve—Inattention

By S. Roland Hall

Adv. Mgr., Alpha Portland Cement Co., Easton, Pa.

TWO things about the Philadelphia Advertising Clubs' convention stand out in my memory; one, a delightful shop talk with three new-school agency men and a brother advertising manager around a dinner-table far from the maddening pee-rade; the other, the statement by Cyrus H. K. Curtis that most of the advertisements submitted to him are just "nice little messes of words."

This remark from an aggressive advertiser who seems ready at all times to find the money when he can find the right kind of copy to fill the space made a hit with me, and I took some of the hit myself, for I am sure that I have written my share of "nice little messes of words." So far as this article may seem to be a criticism of copy, let it be understood that I admit that I have been among the offenders.

There is much said these days about the broader field of the advertising manager, of how he must get away from copy work and become sales manager or the next thing to it, of how he may reform the manufacturing end of the business, teach the president of his company how to play golf, coach the treasurer on the efficient management of a wife, show the retail dealer how to get hundreds of dollars of benefit from a dollar and seventy-five cents' worth of advertising spent in his community, and all that sort of thing. I believe in some of this doctrine. But I fear sometimes that advertising men in following this notion of spreading themselves all over the business that gives them employment are neglecting something that forever and aye must be the vital thing of an advertising campaign—the *message to the public*, the thing that must be so well put together that it will stop the roving eye of the reader and cause him to look.

*read, believe and remember.* Good copy, whether in our periodical advertisements or our letters, calls for the expenditure of real brain power. Because it takes time and nerve force, are we going to leave it to the tailor-made young men who are breaking into the advertising business on the copy end, to the editorially inclined gentlemen who wear heavy tortoiseshelled glasses, or to our first assistants "who really have more time for mere copy work" than we fearfully busy advertising managers have? A great deal of pointless but expensive periodical advertising and letter-writing makes it appear as if this were the fashionable view just now.

## RENEWING OUR EDUCATION IN RHETORIC

It would be a fine thing if every advertising man at each five-year period of his life would review a good treatise on composition and rhetoric. We make a great deal of sport of the writer or speaker who argues for effective English. We say, or think, that with the experience we have had in preparing advertisements we do not need straw for our bricks, but can sling the English language "most any old way and get results. Maybe we can neglect some of the sound principles of good composition and still get a measure of results. That, however, is no reason why we should not dig deep and get our measure of results "heaped up, pressed down and running over."

Now, I have been recently looking over an admirable treatise on composition and rhetoric—a book that, though written a decade ago, might well have been prepared by someone familiar with the needs of copy-writing as they exist today. I was particularly impressed with one principle laid down—a principle that I am making the

text of this article: *Every paragraph should have a topic.* The authors go on to explain that the first sentence of a paragraph need not necessarily reveal the topic; that the final sentence may not; that the topic of the paragraph may be spread so nicely over the paragraph as a whole that no one sentence may be said to be the topic sentence; *but that a topic, something worth telling, must stand out unmistakably from the paragraph,* or else the paragraph has no excuse for existence—is mere verbiage, froth, a “nice little mess of words.”

What a lesson for the writer of copy! No one knows better than we ourselves do that we are constantly dodging the truth of that lesson in preparing copy for our periodical advertisements and in writing our sales and soliciting letters. There's no need of expanding this statement. Let's look at some examples. Names of products are omitted not only from the paragraphs that have no real topic but from those which bristle with sharp points, for there is no intention on my part to pose as a high and mighty final judge of copy.

“From the incoming host of new ideas of lighting, ——— Service selects for the makers of ——— Lamps only those developments in design, materials and methods that will improve the light you enjoy.”

This is the opening of a light advertisement that is indeed light! Can you imagine the reader discovering anything that is interesting in this argument and getting an impression from it *that will stick?* No, you can see the brow-knit copy-writer groping for an idea and finally, with a sigh, contenting himself with this generality.

“Eighty-three per cent of the 654,653 higher-priced motorcars built in 1916 have ——— Bearings at one or more of the points of severest service—wheels, differential, pinion shaft and transmission.”

Ataboy! He had a topic, a definite, impressive topic. That more than four-fifths of the higher-priced cars have this equipment

means something to the automobile buyer.

“Scientific investigations and progressive development have brought the ——— to the premier position which it now occupies. Designed and manufactured only after the most thorough study of the theory and practice of ignition, it is right on every count!—and yet it costs no more than ordinary plugs.”

That first sentence may have sounded well to the advertiser's executive board who, in the first stages of advertising, are usually fond of high-sounding claims, but who believes such claims? We advertising men don't, and we don't at heart believe that anyone else believes them. “Costs no more than the ordinary.” Oh, how often we reach out for that old friend as a closer.

“After a man tries out a ——— his new tires thereafter will almost invariably be ———. That motorist has sailed through the stormy sea of doubt and anchored safe in the harbor of decision. There's no question in his mind now. When you ask him which are the best tires he will say without hesitation, ‘———, of course.’ He may change cars. There are many types and many prices of cars, and what is best for him to-day may not be to-morrow. But for him there's only one tire for every car.”

#### HOW HE WOULD STAND IN A CORRESPONDENCE SCHOOL

Were I back at the old job of teaching advertising and a student submitted this bit of copy with his sixth lesson, I'd say: “Nice, smooth writing, young man, but it is fundamentally weak, because you really haven't said anything that will stick in anyone's mind. Moreover, what you have written lacks even the quality of readableness.” Advertisers of automobiles, tires and clothing seem to be partial to this sort of frothy copy that you have only to taste to discover that it has no body.

Imagine the following going into space worth from \$25 to \$100 per column inch:

“One generation after another

has found in the name — a standard of good workmanship and efficient service. You who particularly need a faithful car will find in the — a wonder for your use—comfort, power, endurance, speed in abundance. When it comes to a long, hard pull or to a steep climb, you will realize just how faithful this car is. And then after you have owned it a long time and have driven it 100,000 miles, you will appreciate the — standards of construction."

Dear brother copy-writer—you who wrote that paragraph, let me assure that I, as one mildly interested in buying a car, can't see anything in what you have written that makes the Blink Car stand out in my mind as a desirable purchase.

"You keep a time sheet on the individual worker. Labor is the most expensive thing you buy, and you get facts, not theories, as to what labor produced. Yet you stick to shorthand in writing your letters. And, letters are just as

vital product as factory product. Shorthand is hand labor. It is obsolete and inefficient. And it is costly. It makes you write every letter twice—once in shorthand and once on the typewriter. It makes your typist waste her time taking dictation and waiting to take it. You don't get as many letters as you should, or as well-written or accurate letters; you don't enjoy personal convenience in dictation, and you pay at least a third more than you should for every letter."

Has the foregoing a topic? Every sentence bristles with facts and arguments that drive home. The truth of the message forces itself home as you read it, whether you really want to use a dictating machine or not. Now, for another of the same kind:

"— Board is made of dove-tailed lath that clinches the stucco; the lath are creosoted to preserve them, imbedded in asphaltmastic, which is a perfect protection against vermin and dampness, and backed by heavy fibre-board

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

through which neither sound, heat, nor cold can penetrate."

This tells what a prospective builder wants to know. It draws an accurate picture of what the board is and what it will do. "Does it draw a definite picture in the reader's mind?" is, by the way, a pretty good test of copy. If copy goes through the mind without drawing a picture you can put it down that there isn't going to be any memory-dent, and the advertisement that doesn't include something *that is likely to be believed and remembered "doesn't belong."*

WHAT DOES THIS MEAN, ANYWAY?

"In the ——— machinery industry, the makers of the ——— have been real trail-makers. They have blazed the way time after time with new ideas, new ways and new methods."

Indeed, brother! Why didn't you mention one or two of the things that this advertiser did that entitles him to the position of "trail-maker." Such copy has no "stopping quality." As we read it we haven't the remotest idea of what "new ideas, new ways or new methods" this advertiser may rightfully claim to have introduced. He says nothing that makes us concentrate thought on his product, and so we pass on and don't remember anything that we saw in his old advertisement except possibly the name.

"They are the sum of all that is best in knowledge, materials and method in the ——— field. Wherever found they uphold in all ways the integrity of intention and effort behind them."

'Gwan! Why imitate the ostrich and try to delude ourselves that such statements get anywhere? Just what would we do to a salesman that tried to talk such stuff to us?

"Most separators have to be turned fifty-five to sixty turns a minute or they lose cream. But if you want, you can turn a ——— at only thirty-eight or forty revolutions per minute and still get a perfect skim, for the wonderful suction feed drinks up the milk only as fast as it can perfectly

separate it. Again, the bowl hangs from a single frictionless ball-bearing running in a constant bath of oil. That, too, means easy turning. The bowl has no heavy discs in it—little power is required to set it spinning."

Anyone who has even a slight knowledge of cream separators can see a picture of the advertised machine as he reads this language. And here is another paragraph, conspicuous for its definiteness:

"It is the logical result of this safety movement that during the past three years over half a billion passengers—553,890,063—more than five times the total population of the United States—have been carried over the ——— Railroad lines without the loss of the life of a single passenger in a train accident."

I am not going to tell you how many different publications I looked over in my search for a dozen crackerjack examples of paragraphs—paragraphs that we can imagine stand a fair chance to bring the advertiser a return for his investment. But I'll assure you that all the specimens quoted are from recent advertisements in high-priced space.

High-priced space is full of weak, silly, bragging, get-nowhere paragraphs—the nice little messes of words, the generalities that are comparatively easy to write because they don't call for research or much hard thinking. Did you ever count the advertisements in a single newspaper or magazine and then watch someone read that publication. See how little time they really spend on it and how they skim along, stopping to heed only those advertisements that have some real claim on the flitting attention.

Has the statement that you are going to make a real, worth-while topic? No? Then your effort will be a "nice little mess of words" and be unworthy of you and of present-day advertising standards. Go get a topic!

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Stanley E. Bates, formerly connected with *The Contractor*, has been appointed sales manager of the Lee Loader & Body Company, Chicago.



# Lord & Thomas Creeds

## *No. 37. Character*

The longer we live, and the wider our viewpoint, the more we rely upon character.

Any seeming success made without it is not a safe investment.

Any brilliant man, unsound in his principles, will soon or late meet disaster.

The men who trust him will be led astray.

The business he serves will be weakened.

That's acutely true in advertising.

Lack of character cannot be concealed in the limelight of publicity.

Keep in the shadow and the world's appraisal may be long delayed. But not in print.

Therefore, well consider character in choosing counselors in advertising.

They are your portrait-painters to the world at large. It can't be otherwise.

What they are you are bound to seem, however you restrict them. Try as they will, in word or method they cannot conceal themselves.

Are they such men as you want the world to think you? Are their business principles deserving of respect?

If not, avoid them. The more you trust them the more they will mislead you. And they in this field, to a large extent, are bound to mirror you.

This is the thirty-seventh of a series of business creeds to be published in *Printers' Ink* by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

## *Announcing an interesting advertising story*

Among the advertisers who have been large and consistent users of space in the Evening Journal, there is one man whose experience and analysis should be most interesting to advertisers.

W. R. Hotchkin was for ten years Advertising Manager for John Wanamaker, New York, and later for three years held the same position with Gimbel Brothers. Mr. Hotchkin not only proved the extraordinary selling powers of the Evening Journal, but, analyzed and comprehended to an unusual degree, the inherent reasons for the Journal's power for securing amazing results.

When Printers' Ink recently announced the fact that Mr. Hotchkin had disassociated himself with the Corman Cheltenham Company, and, for the time, had no entanglements that would make it impolitic for him to publicly state the reasons for his high valuation for the Evening Journal, I arranged with him to write a series of articles that would give other advertisers the opportunity to corroborate his experience, and pass judgment upon his theories about who are the people that buy advertised merchandise and why the Evening Journal is the logical newspaper to reach the vast majority of them, in New York City.

In addition to writing this story, Mr. Hotchkin will serve the Evening Journal as Advertising Counsel, and his services will be available for consultation and advice, to any of our advertisers.

JAMES C. DAYTON, *Publisher*

## The New York Evening Journal

(See next page)

## Some Advertising Experiences with the New York EVENING JOURNAL

I have accepted Mr. Dayton's invitation to write down some of the reasons that caused me to use such liberal space, constantly, in the Evening Journal, during the many years that I was Advertising Director for John Wanamaker and Gimbel Brothers.

Of course, he is paying me for the writing; but he couldn't pay me for the THINKING. He knows that I did THAT in the cold, calculating interest of my employers.

I think that newspaper men will verify the statement that during the years that I was buying up to three-quarters of a million dollars' worth of space annually in New York newspapers I was influenced mighty little in my selection of mediums by favoritism or prejudices.

We had to get RESULTS in direct daily sales from the advertising that we did, and I had to drop every hook and every net into the WATER

THAT THE FISH LIKED. It wasn't a matter of choosing scenery that I personally liked. I wasn't advertising for diversion or exercise—I HAD TO CATCH FISH.

I frankly admit that it was several years before I was convinced that *Journal* waters were full of fish or that the fish caught in the *Journal* were plump and nutritious.

My first real knowledge of the size and nourishing qualities of *Journal* customers came with a wallop of almost unbelievable but incontestable FACTS, about a commodity that ranged in price from \$80 to \$120, and DIRECT RESULTS from keyed advertising brought sales RUNNING CLOSE TO A MILLION DOLLARS FROM "JOURNAL" READERS ALONE.

I'll tell you more about that story next week.

W. R. HOTCHKIN.

**NEW YORK CITY  
TELEPHONE  
DIRECTORY**

**"Everybody  
looks in the  
Telephone  
Books"**

and you can reach every  
telephone subscriber in 85  
thriving communities and in  
the five boroughs of Great-  
er New York, by using the  
big summer issue of the  
*New York City Telephone  
Directory.*

Advertising forms close  
Tuesday, May 1st.

*May we call?*

**New York Telephone Co.**  
Directory Advertising Department  
15 Dey Street, N. Y. City  
Corlandt-12000

**PROFESSIONAL MAN**

**BUSINESS MAN**

**IN THE HOME**

**IN THE HOTEL**

**IN SOCIETY**

**IN PUBLIC BOOTHS**

**THE STOREKEEPER**

**THE WORKMAN**

**AMERICAN TELEPHONE & TELEGRAPH CO.**  
LOCAL  
LONG  
DISTANCE  
TELEPHONE  
BELL SYSTEM  
AND ASSOCIATED COMPANIES

# How a Drastic Law Against Flag Advertising Is Working

District of Columbia Law Being Pushed as a Model Statute for State Legislation—Manufacturers Must Look to Their Containers and Labels

*Special Washington Correspondence*

A RIGID ban on flag advertising of all kinds is a thing which is "coming"—a trend of the times that has already had unmistakable manifestation in various quarters.

Generally speaking, this is a matter in which Congress, or the National Government, has but limited jurisdiction. To be sure, Federal authority is invoked to prevent the use of the flag and other public insignia in registered trade-marks, but as for the employment of the flag as an advertising vehicle, that is a matter for the several States. However, the circumstance that twenty-six of the States of the Union have already enacted laws regulating in one way or another the use of the flag for advertising purposes or kindred aims goes to show how general is the new sentiment to which advertisers are being forced to bow.

One of the most drastic of the laws against the "desecration" or "improper use" of the flag has recently gone into effect in the District of Columbia. The circumstance that this particular flag law is a statute that has been framed and approved in the Congress of the United States—because of the function of Congress as a sort of common council for the District—serves to invest this law with special significance, and the national patriotic societies that were instrumental in securing action by Congress are already recommending this law as a "model statute" for the States that have no laws on the subject upon their books.

The advent of the new law at the seat of government has proven how upsetting to advertising routine a drastic law on this subject may prove and how important it is that public officials charged with the administration of such laws

take a sane and rational view of the intent of such measures. The situation in the District of Columbia has been particularly picturesque because the new law was approved on February 8, 1917, just in time to catch the capital in the throes of decoration for the Presidential inauguration on March 4, and likewise at a juncture to befuddle local and national advertisers who had been prompted by the strained international situation to make patriotic display in connection with their printed announcements.

## RESTRICTIONS IMPOSED BY NEW LAW

For days after the new flag law went into effect the office of the United States Attorney for the District of Columbia was crowded with anxious inquirers. Many merchants feared to make use of the American flag in their window decorations, and other advertisers were perturbed as to the fate of calendars and advertising novelties. It is manifest that under the prohibitions of the new Act no advertising message can be imprinted on a United States flag or attached to it in any manner. What has caused confusion is not the clean-cut taboo on the use of the emblem itself as an advertising medium, but the incidental restrictions involved.

Inasmuch as United States Attorney Laskey had the attorneys of the Department of Justice close at hand for consultation with respect to the knotty problems involved, the interpretation placed upon the new law by the officials at Washington becomes of more than ordinary significance. Generally speaking, there is a disposition to construe the statute in a reasonably liberal spirit, but, on some points, the language is so explicit that a revision of advertising policies is necessary wherever such a law goes into effect.

The position is taken at Washington that whereas the law will not allow "any advertisement of any nature" to be borne by the flag, it does not necessarily prevent the incorporation of a flag in an advertisement or advertising design. Accordingly, approval has been given to the advertisements of a manufacturer of flags whose display incorporates a representation of a flag—but with nothing printed upon the emblem, of course.

An elastic clause of the new law is that which prohibits the imprinting or attachment of a representation of the flag upon any "article of merchandise" for the purpose of advertising or calling attention to it. Under a narrow interpretation of this portion of the law it would be possible to ban all magazine covers that portray the Stars and Stripes, just as the cover on a July number of *Everybody's Magazine* incurred official displeasure in Massachusetts a few years ago. However, the United States' Attorney at Washington tells PRINTERS' INK that he has no intention of going to such extremes.

#### NOVELTIES HIT HARD

What this prohibition of flag-bedecked merchandise is doing, however, is to play havoc with a considerable range of advertising novelties of a class long regarded as standard. Fans, paper-weights, and toy umbrellas are a few of the articles that have had embargoes placed upon them when ornamented with the flag. The entire novelty and souvenir line is also jeopardized by the new law. This was a hard blow to Washington merchants who had stocked up in anticipation of a heavy trade at inauguration time, and who have been obliged to withdraw from sale merchandise of an estimated aggregate value of \$100,000, merchandise that embraces such items as pillow-tops, pennants, china plates, etc., etc.

The use of the flag on dealer helps such as cut-outs, window signs, etc., etc., forms an angle of the situation where an exact definition of the limitations of the

new law is being eagerly sought. It seems to be the opinion of the United States Attorney that it will be impracticable in this sphere to lay down hard and fast rules. The law would allow the condemnation of any cut-out that portrayed an American flag flying on a public building or a United States warship, but it is doubtful if it was the purpose of Congress to impose such restrictions. However, the officials have called attention to the fact that, under the law, any objectionable use in advertising or dealer helps of the national "colors" or "any part or parts" of the flag is quite as serious a matter as the unwarranted employment of a representation of the complete flag.

This new law puts a crimp in the use of the flag, standard, color or ensign upon all containers or receptacles for carrying or transporting merchandise. This is one of the provisions of the law that is proving most upsetting, although there is apparently some disposition to allow merchants to close out their present stocks of goods that are "on the borderline." Among the articles that have already had to be withdrawn from sale in the District of Columbia because of unduly patriotic containers there may be mentioned canned goods, breakfast foods, and confectionery, the latter packed in boxes in the form of a shield, the cover bearing ornamentation approximating the national standard.

#### Succeeds Percy With Eaton, Crane & Pike Company

Richard B. G. Gardner, of the Creative Advertising & Sales Service, New York, has succeeded Carl G. Percy as manager of the sales-promotion department of the Eaton, Crane & Pike Company, Pittsfield, Mass. Mr. Percy's new connection with the Displays Company was announced in PRINTERS' INK last week.

#### T. S. Gamble Joins Agency

T. S. Gamble, formerly assistant sales manager of the Maxwell Motor Sales Corporation, has resigned to become a partner in the firm of Benson, Campbell & Slaten, advertising agents of Chicago and Cleveland. He will make his headquarters at the Cleveland office.

# Big Results From Little Copy

Moore Push-Pin Company Finds One-Inch Advertisements Bring Greater Returns Per Dollar

CUSTOMARILY one thinks of the growth of the national advertiser in terms of transition from small to large copy, but this is the story of a firm which has found, in fourteen years' experience, that the element of success at lowest possible cost lies in small copy—properly handled. This last is important.

Seventeen years ago the Moore Push-Pin was an idea. Edwin Moore, shortly after his graduation from Princeton, worked it out for his personal use in pinning down film negatives. Today it is an article of household use, sold in thousands of shops, from coast to coast, and if ever there was a business that carved its way to success from a financial beginning represented by zero, through national advertising, it is the Moore Push-Pin Company. It is not an easy thing to start with nothing but an idea and educate a nation to the use of a substitute for such a staple article as a tack or a nail. And the selling problem is not helped by the fact that the article in question retails in a ten-cent package, and that the average dealer generally purchases ten dollars' worth at a time. The Moore Push-Pin Company uses one-inch copy to make him do this.

Every month the Push-Pin advertisement appears in twenty-five periodicals with a total national, general monthly circulation of 24,211,000. In addition it is carried in seven newspapers and twelve business journals. Plans for the coming year, according to William Percy Mills, president and advertising manager, provide for the addition of four or five periodicals to this list, exclusive of newspapers. No contract will

be given for less than six months, as Mr. Mills is a firm believer in the cumulative value of regularly appearing announcements.

The national advertising is the heavy artillery of the company (of the "75" rather than the 42-centimeter type). Newspapers are called on only as reserves, to be thrown into the breach for at least six-month periods when the salesmen find that a sufficient number of dealers in any one locality are complaining that there is not enough demand for the company's product for them to turn over their stocks rapidly enough. The proportionate ex-

penditure in general and business magazine advertising is eight to one. Last year the company increased its advertising appropriation 25 per cent, while sales jumped forty.

A feature of the Moore advertising campaign is the care and time devoted to the preparation of the one-inch copy. The same general form or layout is used in nearly all publications, but the wording of the announcement is varied to "reach" the various classes of readers to whom the respective publications appeal, and further than this, to conform, in some cases, with the specific topics to which different issues of the same magazine are devoted.

Every one-inch advertisement is illustrative of one or more uses of the article, and despite small size, bears its picture of the Push-Pin and the Push-Less Hanger, and in newspaper parlance, "the head tells the story."

The general magazines which bear the announcements include women's publications, religious, educational, humorous, scientific, moving-picture, and juvenile publications.

**What Every Woman Needs**  
Every Woman Should Know that the easiest and  
simplest way to hang Pictures and wall decorations  
is to use  
**Moore Push-Pins**  
for the small articles, and Moore Push-Less Hangers for  
the heavy ones. Let us send you samples of these wonder-  
ful Pins and Hangers.  
Moore Push-Pins. Made in 3 sizes } 10c pin.  
Glass Heads, Steel Points } Everywhere  
Moore Push-Less Hangers, 4 sizes } or by mail  
The Hanger with the Twist }  
**MOORE PUSH-PIN CO., Dept. 100, Philadelphia, Pa.**

COPY OF THIS SIZE HAS BUILT THE  
BUSINESS



Most of the advertisements are designed to lead the reader to write for a booklet, "Her Home," which in turn suggests a variety of uses for Push-Pins and contains a strong appeal for their use instead of "unsightly tacks, nails, and tarnished wire."

The style is much the same in all the advertisements, but the heading is adapted for the particular audience who will see it. Some of the appeals to convenience, economy, and the maternal instinct, as noted in the headings, follow:

"For Every Wall Decoration,"  
 "A Few Cents Saves Dollars,"  
 "Brighten Your Child's Room."  
 For a farm publication, the copy starts out thus:

"Every farmer's wife should write for a copy of that charming story, 'Her Home,' and free samples of Moore Push-Pins, Push-less Hangers and other Moore Push devices so valuable in hanging pictures, draperies, calendars, hall-racks, etc., instead of nails or tacks."

An advertisement in a teachers' publication reads:

"The teacher's friend. That's the way thousands of teachers have referred to these handy little Moore Push-Pins, Push-less Hangers and other Push devices to fasten pictures, charts, maps, decorations, etc., to walls without nails or tacks."

This is the appeal in juvenile publications:

"Boys need them. If your boy is fond of mechanics, give him a package of Moore Push-Pins. He will find a thousand uses for them and they will protect your walls."

Push-Pins are advertised in twelve trade publications, classified as follows: Three stationery, two five-and-ten-cent, two hardware, one house-furnishing, and four which may be included under the heading "export and general."

So successful has been this combination of general and dealer advertising, says Mr. Mills, that on the average about half the firm's new business comes in direct orders from dealers through the mails, the salesmen obtaining the other half. This means first orders, and not "re-

peats." There are only five representatives on the road, covering virtually the entire country in constant "flying" tours, visiting the "cream of the trade." Of course, the above division of new business does not hold good at all times. There are times when the roadmen obtain as much as two-thirds, and others when they fall below one-half.

The company has made every effort to standardize its shipments, and has several regular combinations. The relative demand for these assortments, it has been found, is very sensitive to advertising.

Circulars, pamphlets, and illustrated price-lists form an important part of the follow-up system, and no letter to a dealer is allowed to leave the factory without an enclosure of advertising literature, the satisfaction of one demand being used to stimulate a new one.

Another effective form of publicity is the exhibition of Moore products shown in large framed cases, hung in railroad stations. Posters also are used in the larger cities with good results.

The vital factor in the progress of the company has been national advertising. The factor in the success of its national advertising, says Mr. Mills, has been "small copy, illustrating the goods in use and suggesting new uses. We used to run advertisements as large as quarter pages, more or less periodically. Now, with our advertising expenditure five times what it was ten years ago, we are down to one-inch copy, from which the returns are just as big, pounding away for not less than six months at a time, in from thirty to forty national periodicals."

### To Manage Advertising of "The Chief"

Eugene R. Thompson has been appointed advertising manager of *The Chief*, published in New York. He has been associated with the advertising departments of the *Morning Telegraph*, *Journal of Commerce*, and other New York papers for a number of years.



Conklin Mann, whose publishing experience has included important work on a great daily newspaper, two great weeklies and a great monthly magazine (the New York *Evening Sun*, *Leslie's*, *Collier's* and *Cosmopolitan*), will again become one of the big factors in *Leslie's* development as the great national illustrated weekly newspaper of America.

Mr. Mann's appointment as managing editor will be effective March 12.

*John A. Seicher*

President.

**Leslie's**

*Illustrated Weekly Newspaper*  
Established in 1855

# All St. Louis Adv Shattered by T

In February The St. Louis Star gained 405 columns over the same month a year ago. This is a greater gain than that of any other St. Louis newspaper, and is **greater than the combined gains of The Post-Dispatch and The Times.**

In February, for the seventh consecutive month, The St. Louis Star carried more local display advertising, week-days, than The Globe-Democrat, Republic or Times. The score follows:

1st	St. Louis Star	706	Cols.
2nd	Globe-Democrat.....	556	"
3rd	Times.....	537	"
4th	Republic.....	430	"

## THE ST. LOU

Member of Ad Bureau

STAR BUILDING

STAR SQU

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Ch  
Ph  
Ne

# Advertising Records by The St. Louis Star

Foreign Advertising Gain February, 1917, over  
February, 1916, more than

## 185%

Net paid daily average circulation for February

## 90,981

82% in St. Louis and Suburban area  
designated by Audit Bureau of Circulations.

Present rates effective only until April 1, 1917.

# ST. LOUIS STAR

of Audit Bureau of Circulations

STAR SQUARE

ST. LOUIS, MO.

Chicago.....People's Gas Building  
Philadelphia.....Mutual Life Building  
New York City.....Fifth Ave. Building

The Best Known Slogan  
in St. Louis



Trade Mark Registered  
Reg. U. S. Pat. Off.

## *Dependable Paper Service*

Although the turbulent condition of the paper market during the past year has affected the paper bills of all advertisers, it is a significant fact that, taken collectively, Birmingham & Seaman's regular customers are getting bigger value for their money than the customers of any other paper house.

The reasons for this are plain. We do on a nation-wide scale what others do only locally. The scope of our business is large enough to attract the best paper experts in the country. The service of these experts is at the disposal of our customers.

Our source of supply is practically unlimited. We control the entire output of a number of the largest mills. We do not need to sell one line of paper to the exclusion of another. It pays to put your paper requirements into the hands of an organization like ours.

**BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

**Chicago - New York**

St. Louis   Minneapolis   Buffalo   Milwaukee   Philadelphia   Detroit

# The Merits and Pitfalls of the "Special Day"

Experiences of Some Manufacturers Who Made Unusual Efforts for Business at a Given Time—Danger of the Spurt Being Followed by a Letting Down

By Clayton A. Eddy

Of the Studebaker Corporation, Detroit, Mich.

SO much attention has been directed of late to the special days which have been held by various manufacturers and dealers that the following article has been prepared to point out some of the results due to the use of such an idea.

Some manufacturers have found the plan of real value to them because it has assisted in speeding up their sales forces, and the momentum has carried them along for a considerable time. Others have found it only a temporary stimulant to sales efforts with the result that after the climax has been reached; after the special day is held; efforts are relaxed and the results in some instances have not proven as satisfactory as the steady day-in-and-day-out sales efforts. Naturally, the success or failure of such a plan rests to a great extent upon the men handling it. It is not the purpose of this article to explain just how these results can be accomplished, but simply to show what has been done by those who have used special-day plans in their business.

The president of a large scale company had been in Europe for several months during the summer. He had left the factory in charge of a committee of five men. It was up to this committee so to carry things along that the sales records which had been made before the president's departure would be broken before his return. Every month during his absence had shown a slight increase, but nothing that had satisfied the executives; not an increase that seemed to justify their efforts during the president's absence.

Shortly before the president was

to sail for home a conference was held between the sales and advertising departments. What should be done to put over a master stroke that would really boost the sales before the president's return. Several plans were discussed and discarded. Finally an idea was hit upon—the idea of making one big day and calling it "Red Letter Day." This was the day the president was to sail for home, and on that day everybody in the sales organization was to make a supreme effort to get business.

## THE PLAN UNDER WAY

The first step in the campaign was a combination letter and circular carrying out the red-letter-day idea, explaining the plan to the sales force and asking for their co-operation. On the appointed date every salesman was to secure at least one order or more, if possible. These orders were to be sent in on special red-letter-day blanks—the idea being to concentrate on the one big day in honor of the president of the company. This combination letter and circular was followed a few days later by a letter written on special stationery, still carrying out the red-letter-day idea, pointing out how the sales executives at the home office were working to make a big showing on Red Letter Day and what it would mean to the salesmen to send in at least one order secured on that day. Following this letter there was another good, strong circular, enlivened with cartoons in order to continually keep before the salesmen the special-day idea. The day before Red Letter Day telegrams were sent to every salesman, asking him to be sure to secure as many orders as pos-

sible on the next day and mail them in on the special order blanks.

The result of this campaign was a surprise to everybody. While it was thought there would be a big response, no one looked for the deluge of orders which came in on that day. The mails and telegraph brought a flood of orders, all in honor of Red Letter Day. It was a showing of which everybody connected with the plan could well be proud. As soon as the returns were all in these were tabulated; the original orders and telegrams were copied by the sales department and then the originals, together with the name of every salesman who sent in an order, were pasted in a book; a testimonial to the president was fastened on the first page, and the book presented to the president upon his return. On the surface the plan looked great, and many things seemed to have been accomplished. Underneath it all, however, was this point—although Red Letter Day itself stood out big, there was a general letting down in sales effort for several weeks after this special day was over. The men were like racers who had been prodded to make a fast finish, and the reaction was a natural result.

A prominent coffee manufacturer has also used this special-day idea. He arranged for a "Trainload Shipment Day," and anyone acquainted with the coffee industry knows that a solid trainload shipment of coffee is not a very common occurrence. This manufacturer realized that by appointing one big day and making a solid trainload shipment of coffee from his plant at one time; this was going to be a big advertising stunt.

The plan was started about thirty days ahead of the date set for the shipment. The company's house-organ was used to good advantage. The first number elaborated on the idea of a solid trainload shipment of Blank Coffee. They pointed out to each salesman what it would mean in an advertising way to have such a shipment leave the factory; that all along the route people would

talk about it, and that the very fact that the company was able to make such a big shipment at one time would make a fine impression upon dealers everywhere. Following the article in the house-organ, a letter went out from the president of the company, pointing out just how the plan was to be handled and offering prizes to the salesmen who would send in the biggest orders to be included in the special trainload shipment. This letter was later followed by an illustrated postcard, bringing out other details of the plan and keeping before the salesmen continually the big special day. As a result of this drive and sales concentration a record-breaking number of orders was secured.

#### SPECIAL SETTINGS FOR THE "DAY"

On the date specified for the shipment the traffic department had arranged for a big line up of cars—they were all loaded, banners placed on them and the entire trainload photographed. A special issue of the house-organ was made up, elaborating on the trainload-shipment plan, giving the records of the salesmen who had participated in the plan, pictures of the prize-winners, a picture of the big trainload of coffee and just where the shipment was consigned. The company found this plan successful because of the advertising secured and also the fact that it brought to light salesmen who, under pressure, were able to make good records, but who needed some special incentive to induce them to do their best.

A big automobile company has just pulled off one of the most talked about sales plans in the entire industry. This was the holding of a special day, a "Prominent Buyers' Day," and was planned to carry out two ideas: one, to cash in on the announcing of the new series of cars, and the other to make a record of sales for one day. The day that the new series of cars was announced was known as Prominent Buyers' Day, and the results secured from the plan were far greater than anyone anticipated.



# BLANKET NEW ENGLAND WITH ONE CONTRACT



¶ Each little spot in the above map stands for a city of 5000 or more inhabitants. Altogether there are 230 of them. In no other territory in the world of like size are there so many cities with a population of 5000 and over.

¶ Our street-car service connects all these communities with hundreds of other cities and towns of less than 5000 population. A contract covering New England lists the following number of cities and towns in each state: Massachusetts, 344; Connecticut, 158; Rhode Island, 92; Maine, 84; New Hampshire, 37; Vermont, 30.

¶ Purchasable at a net rate of \$.025 per thousand circulation, this All-New-England buy deserves keen scrutiny—Compare it with the next cheapest way to really *reach* these discriminating millions of people.

## Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston

Francis Bldg., Providence

*Street Car Advertising all over New England.*



## Everybody Buys at the Department Stores

Father, mother, son and daughter—they are all regular patrons of the modern department store. This is especially true of Chicago whose department stores are generally conceded to have reached a higher development than those of any other city.

The advertising problem of department stores in Chicago is to reach the greatest number of Chicago families at the lowest cost per family. They can do this through *The Daily News*. There are approximately 450,000 families in Chicago. The *Daily News* has a circulation of over 425,000, of which more than 92% is concentrated in Chicago and suburbs. So it can readily be seen that, disregarding the non-English speaking, *The Daily News* is read by very nearly *every worth-while family* in Chicago.

And as *The Daily News* has a larger circulation in Chicago and suburbs, by over 85,000, than any other newspaper, daily or Sunday, it is the *only* newspaper through which the advertiser can reach *all* these worth-while families.

Chicago department stores appreciate these facts and buy more space in *The Daily News* (by over 1,000,000 agate lines per year) *six days a week* than they buy in any other newspaper in *seven days*. Theirs is a good example to follow.

### The Chicago Daily News

Over 425,000 Daily.

"It Covers Chicago."

The idea was for each dealer to sell the most prominent man in his locality a car on that special day. The opening gun of the campaign was a big circular outlining the plan, showing dealers just how they could use it to best advantage and exactly what the company expected them to do. They were to try for the biggest man in their locality. This man might be a United States senator, a prominent judge, a well-known professional man; but, in any event, to sell the most prominent man. This circular was followed up by a letter from the vice-president in charge of sales, further elaborating on the idea and asking the co-operation of every dealer in order to make this one day a tremendous success.

The next day a letter was sent out signed by the sales manager, also asking for the dealers' co-operation and pointing out the value to the dealer, from the sales and advertising standpoint, of being able to sell the biggest man in his community. These letters were later followed by telegrams to prominent dealers, giving the names of well-known men whom the company suggested selling.

#### RESULTS IN SALES

The result of this plan was a tremendous number of sales on Prominent Buyers' Day. Some of the most prominent people in the United States placed their orders. Prizes of trips to the national automobile shows, with all expenses paid, were given to several dealers and sub-dealers selling the most prominent people. The result was not only of wonderful advertising value to the company, but prominent people were approached and sold on that day who possibly might not have bought that particular car had it not been for that special plan. They were keen to see the possibilities of advertising for them and we all know the weakness of public officials, especially, for getting publicity for themselves. A big special newspaper advertisement was prepared, giving a list of the more prominent buyers, and this was followed by a special

booklet containing the names of all the buyers who placed their order on Prominent Buyers' Day.

The above instances show what has been done by large manufacturers, but a prominent merchant tailor in a big city evolved an idea along the same lines, which shows how the special day is handled in the retail business. He appointed what he called "Special Fashion Day" and got up a list of the best-known business men in his city. To each of these he sent a finely engraved letter appointing a certain day in the early spring as Special Fashion Day at his place, pointing out that, in order to increase his list of prominent patrons, he had decided to make a concession and depart from his usual methods of doing business. On Special Fashion Day he would make up from some special imported cloths which he had recently secured any style suit desired and give the holder of the letter a special price on that day only. He pointed out that this was in no way a cut-price proposition, but that the value to him of having this man's patronage led him to make this offer for this one day only.

He so timed his campaign that he sent out three special letters before the appointed day; and, while he had some doubts of securing very many orders from well-known men, due to this form of advertising, he was willing to await results. On the day appointed he was surprised to note the interest displayed and the number of really prominent men who took advantage of his offer. Mind you, he was one of the very highest class tailors, with a splendid reputation, and the reason he was not selling a greater number of these men was simply because he had never gone after their business. These business men, like almost everybody else, were keen for bargains, and when they found that by placing their orders for suits on a certain day they were able to get a discount, they readily took advantage of the opportunity.

The tailor cashed in on this plan because he made up a list of well-

known men who placed orders with him on his big buyers' day, had this made up in attractive pamphlet form and used this later in getting business.

An Eastern shoe manufacturer with hundreds of dealers located all over the United States held a "Business Men's Shoe Day," and worked out a plan that increased his sales of shoes to business men to a great extent. A special date was set, and a campaign planned and advertising sent out to dealers, asking them to feature the one big day set aside for sales of their shoes to business men. A special newspaper was made up, telling of the various kinds of shoes on sale of particular interest to business men. In this newspaper the strong selling points of these particular shoes, their comfort, their fine appearance and their moderate cost were brought out. Once a week for four weeks this newspaper was sent out to all the dealers in order to keep them enthused on the special-day plan and so that they could get ready for the one big day. Each dealer was asked to send in lists of the men he wanted to sell, and the company then sent out special letters to this list, calling attention to the Business Men's Shoe Day and asking that they call on the dealer on that one day especially.

Suggestions were made to dealers that they arrange for special window displays showing the interior of a business man's office and in the foreground several different styles and kinds of shoes of interest to business men. A special hanger, prepared by the factory, was used in the display; the display linking up with the big dealers' newspaper advertisement, which came out on the same day, featuring this special sales plan. No concession was made in the price, but simply concentrated effort to gain the attention of one class of men on that day.

The result of this plan was that dealers reported sales to hundreds of business men, but in addition their wives and daughters, attracted by the display, came in and bought shoes for themselves,

and the sales on the particular kind of shoes advertised were many times greater during that period than they had ever been before, which proved conclusively the value of a special plan when worked out along these lines. Furthermore, the dealers who had put the plan in force and followed the factory's suggestions found that they gained a great many new customers, which business had heretofore gone to other shoe dealers.

My experience and observation lead me to believe that the "special day" should be very carefully handled. If the "special day" is adopted to speed up a plodding sales force, the men are likely to look upon it as a whip. They may "deliver" on the day designated, only to fall off to subnormal standards later. On the other hand, a "special day" that leads to a temporary shifting of effort from one direction to another may well be attended by real success. Personally, I am very much in sympathy with efforts of the latter kind, as exemplified by the "prominent buyers'" day described above.

### Oregon Forbids Fraudulent Advertising

The passage by the Oregon legislature of a bill to prohibit fraudulent advertising, was noted in the last issue of *PRINTERS' INK*. This act has been signed by the governor and is now law. It is substantially the *PRINTERS' INK* Model Statute, with the addition of a specific proviso that it shall not apply to the publishers of newspapers or other periodicals who insert fraudulent advertisements in good faith and without knowledge of their false, deceptive or misleading character. The former Oregon statute on the subject, which only applied to misrepresentations "knowingly" made, is repealed.

### William B. Howland Dead

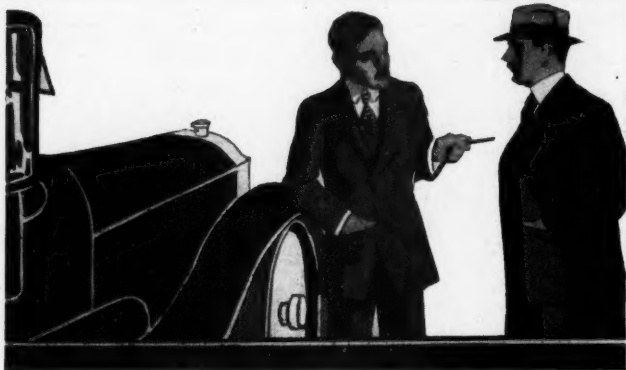
William Bailey Howland, president of the Independent Corporation, publisher of the *Independent* and *Countryside Magazine*, died February 27, in his sixty-eighth year.

Mr. Howland was founder of *Outing* in 1882 and published this magazine until 1885. From 1890 until 1913 he was publisher of the *Outlook*. In the latter year he became managing director of the *Independent*.



MR. T. J. BUTTIKOFER, who for six years has been conducting for "System" an advertiser's service bureau—the most efficient, perhaps, in the entire publishing field, writes to E. R. Crowe, Business Manager of the New York American:—"The Merchant's Service idea as you outlined it for the American, strikes me as the biggest thing of its kind I have ever heard of. It ought to create a tremendous lot of new business for the American. Everybody I meet is talking about the American and the way it is going ahead. I am counting the days until I shall be working with you."

**New York American**



## It Is Especially Profitable for Makers of Motor Cars

50,000 of the readers of Association Men are on the Boards of Directors of the Y. M. C. A.—are men of prominence in their home towns. Such men, if any, are buyers of motor cars.

You can reach these men in other ways, of course, but by no more direct, more effective or quicker way than through the pages of the official organ of the Y. M. C. A. in which they are all so intensely interested.

## ASSOCIATION MEN

F. A. WILSON-LAWRENSON - - Business Mgr.  
A. P. OPDYKE - - - - - Advertising Mgr.

124 East 28th Street, New York

H. L. WARD  
19 S. La Salle Street  
Chicago, Ill.

A. H. PETERS  
Central Y. M. C. A.  
Detroit, Mich

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# ASSOCIATION MEN

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# Help the Consular Service Can Give Exporters

Some Things to Be Done and Others to Be Avoided If Export Trade Is to Be Made Secure

By George E. Holt

Former American Vice-Consul-General to Morocco.

A SHORT time ago a friend who has served the Consular Service on four continents added to my already large collection another tale of the precipitancy—let us call it that—of the would-be American exporter. He was serving as Consul in a little South American country at the time the incident occurred. One day a young man turned up with the information that he was representing an American manufacturer of iron fence-posts and that his employer expected to make "a killing" in the country. It was a most excellent fence-post, the kind that certainly would never wear out. He had samples.

"How," asked the Consul, "did your employer ascertain that this country offered a field for the sale of these posts?"

"That's easy," replied the young man, confidently. "We follow up all sales of barb-wire. Lot of it comes here. Used for fences. Fences need posts. Best post in the market. No competition. See?"

The Consul saw—and he let the young man see. He took him gently but firmly by the arm and led him out into the country, and there showed him that there *was* competition—showed him that he was in direct competition with the Creator, because, in this South American country, there is a peculiar kind of wood, which, if split lengthwise and stuck into the ground takes root and grows. The native makes his fences by the simple process of driving stakes of this wood around the land he wishes to enclose and weaving barb-wire between them. Nature does the rest. It does it in short order, and the result is a fence that would hold in a troop of Mexican patriots. Total cost: barb-wire.

Perhaps the funniest part of it all was that the manufacturer had been so firmly convinced—on what ground?—that there was a market there for his fence-posts, that he had refused to guarantee the expense of his representative's return in case of failure.

The young man saw the situation.

"Say," he said, "I'm busted, and it's a long way back. Think I could get a job here?"

In answer the Consul exercised one of the precious privileges of the service; he found employment for a stranded American.

## LACK OF KNOWLEDGE OF SUPPOSED MARKET

Innumerable examples of this sort of thing could be cited by any man who has ever had his name in the roster of the American Consular Service. And this waste of somebody's time, money and enthusiasm could be prevented if each would-be exporter, before sending coals to Newcastle—or to Timbuktu—would call to mind the school-boy's essay on "The Mountains of Holland." It was brief, but it covered the ground; "There aren't any mountains in Holland," he wrote, and signed his name. Substitute "market" for "mountains" and one lesson for exporters is fairly well formulated. If each intending exporter would ascertain the existence or non-existence of a market for his goods abroad, he would keep his name from that long, sorry list of the also-tries.

Foreign trade has certain factors which must be considered, whether the article exported is shoe-polish or locomotives. There must be a market, and this involves that the product be useful in the country to which it is sent;



that it be of quality which will satisfy purchasers; that its price be such as will permit it to compete with similar products of other firms; that the exporter be willing to meet the demands of the market as concerns credit arrangements, marking, packing, shipment, guarantees, etc.

Any American man who enters the export field without taking all of these things into consideration, is foredoomed to failure—or to expensive education.

Some exporters, to their own immediate profit, and everybody's future loss, have the idea that quality doesn't count much in foreign trade, that business results—if it does result—because our poorest quality goods are better than any other country's best. Fortunately, this idea is losing ground—but even yet I am frequently amazed at the provincial viewpoint of supposedly intelligent people concerning foreigners."

When Spain has produced Cordoban leather, and Morocco the famous Moroccan leather—can we fool Don Sebastian or Hadj Omar with paper-soled shoes? Will the Italian among his olive groves "fall for" cotton-seed oil under a fancier name? Could England, or France, or Germany sell many wooden nutmegs in Connecticut?

#### QUALITY FIRST IN EXPORT SELLING

Quality is of the most vital importance. It is the basis upon which all future trade is founded. The world at large has as its business tenet: "The first time I am fooled, it's your fault, but the second time it's my fault—and there will be no second time."

Having found his market, the exporter can "dump" poor stuff if he will—but by so doing he kills that market for himself and all other American trade. To nothing else is the story of one rotten apple spoiling a basketful more appropriate than to this. We are planning a world-wide campaign to make known the phrase "Made in the U. S. A." Let that phrase stand for one thing: Business Integrity. That will include quality.

From quality, the question naturally proceeds to price. The price must be *right*, and to make it right demands serious consideration. It should be kept in mind that the United States is one of the few—perhaps the only—country in the world where a small difference in price doesn't matter much. The American of recent years has never needed the "farthing" which the English use, or the Spanish *perachica*—to say nothing of those coins which are used by Oriental nations, the values of which run to small fractions of the farthing. In North Africa a copper coin is used which is equal to about one-twentieth of an American cent when exchange is at 150 in our favor. People who use these small coins learn to think in small amounts; they lack the horizonless financial mind which conceives billion-dollar corporations and buys newspapers to get rid of pennies. Therefore, of two articles of equal value to the consumer, the average foreign consumer will buy that which has not the value in most countries that it has here, while money has more value. It is considered time well spent to save a penny at the expense of, perhaps, an hour's time. This being the case, the importer *must* consider seriously the question of price.

Another point to be considered in this connection is that it is fatal to raise the price on goods as soon as a market has been established. Most foreign merchants do not suffer from the American tendency to introduce an article at a low price, and then to raise the price when it begins to sell. The fluctuation of prices in America—even of commodities of everyday use—would not be understood in most foreign countries. The tendency is all the other way—to stick to the price at which an article has "always" been sold. I suppose that in North Africa the cost of slippers has not changed since the time of Mohammed. This is the rule, not the exception.

Credits *must* be granted. Put yourself in the other fellow's

place, Mr. Exporter, and give him the same rights you would wish. You are the one to take the lead; it is you who wants to sell goods to him; you are the one who will make the profit on the sale; you are the one who is unknown in your buyer's country; he has existed without you for some little time. When you ask cash against B. L. you are practically saying: "I've spent money to get your business—but I won't trust you. You can trust me perfectly, however." It's "not good enough," as Tommy Atkins says.

Of course, it is not to be expected that the American exporter will ship to Tom in Turkey, Dick in Patagonia, or Harry in Siam without knowing something about these buyers. How can he find out? That is one of the biggest problems facing American export trade today: the question of establishing the credit of foreign buyers. It must be solved, before we can go far in foreign commerce—and it will be solved. The extension of American banks will be an important help; the establishment of foreign credit men may be the solution. It would well pay American exporters to unite and maintain credit men in every country in the world. European exporters invariably offer long terms of credit—from sixty days to a year, or even longer. This we must do if we are to capture—and hold—any large part of the world's trade.

In marking, in packing, and in shipping, we must follow the desires—even the whims—of our buyers. I know of a large consignment of cotton goods refused of acceptance by a far-Eastern importer because the trade-mark had been stamped on the wrapper in red instead of in blue.

"Didn't I explicitly demand that it be printed in blue?" asked the importer.

"Yes, you did," agreed the manufacturer, "but it shows up better in red."

"That would all be very well if we were selling pictures," said the buyer. "But it happens that a red trade-mark means an entirely different class of goods, and I can't

sell this quality with the red mark."

Another case also concerned cotton goods. There was a really important market in a North African country which annually bought about \$10,000,000 worth of manufactured cotton from England. A representative of a chain of American mills came, saw and figured that his people could get a lot of that trade. He investigated the quality; that was all right. Price—he could beat 'em a mile. Credits—his people agreed to anything reasonable. Shipping—it was a simple matter. For a moment it looked as if England had a jolt coming. Not so, however; the market insisted on goods of specified widths. This was not the widths at which the mills were manufacturing.

"Our widths or none," said America.

"None," answered the Market, promptly.

"But"—you ask—"why did it make any difference to the market?"

Answer: The market wears clothes that are not cut in the making; hence the goods used must be of certain widths.

The American exporter is so notoriously careless in his packing for foreign delivery that it is useless to dilate on this subject. When the question of packing comes up, too often he knows not, neither does he think. Farm machinery for upper Siam. Right: it will have to be carried by natives over a few hundred miles of trail, so put it in cases weighing 500 lbs. each. (It can be repacked in Singapore—and that will please the importer!) Why in the world cannot our exporters take into consideration a few simple facts: viz., all places cannot be reached by steamer; all places cannot be reached by railroad; then how are they going to be reached? Possibly by motor trucks, but much more probably by some primitive means of transportation, such as camels, mules, horses, donkeys, or human carriers. In such case, if the package is too heavy it must be divided before it can be delivered. This is both an expense

and an annoyance to the buyer, and delays delivery. Find out what means of transportation will be used, and pack accordingly.

Perhaps the things that exporters should do and should not do can best be summed up in the form of ten commandments:

1. Be sure that there is a market for your goods.

2. Be prepared to alter the style of your product to suit the tastes of your prospective buyer—the consumer.

3. Be prepared to mark your product as the buyer desires.

4. Be prepared to pack your product for shipment as the purchaser—or the consul—directs. If definite instructions are lacking, study the route your product will take, and pack to prevent damage and to save cost.

5. Ship by the route selected by your purchaser.

6. See that the purchaser receives the goods on time. Keep your promises.

7. Keep your quality standard.

8. Be prepared to grant such credits or discounts as will enable you to compete with European firms.

9. Don't expect to sell your goods on the strength of catalogues. A catalogue is no guarantee of your goods.

10. If you find a market, *work it*. Have a representative in the market who can speak the language. Let him serve as credit man. Let him show your goods. *Follow his recommendations.*

Let me emphasize the importance of the Consular Service to the American exporter in following these rules, and in avoiding the errors made in the cases cited—which have been given, not as examples of the mistakes exporters make, but as examples of *needless* mistakes. Through the proper use of the Consular Service errors can be avoided.

Don't tackle a foreign trade proposition without first getting all the information possible from the Department of State and from American Consular officials located in the country where you wish to sell goods.

The Consular Service is really

the advance agent of American trade. Wherever there is a consular official, there is a man whose purpose—and, usually, whose pleasure—is to give the American exporter the facts upon which he can base his trade or avoid the market.

As the first step in the foreign trade game the intending exporter should write a letter to the State Department. This letter should describe his goods, and should request that the writer be supplied with all published Consular Reports having a bearing upon his problem. These reports will give him a wealth of information about business conditions in the country where he hopes to find a market; they may contain the very information which is needed concerning products similar to his own.

The second step should take the form of a letter to each Consul in the foreign country which the exporter has in mind. This letter should give full—perhaps seemingly over-full—details of his product. It is useless to write:

"Please tell me how I can sell my new style lawn-mower in Norway. Very truly yours."

Tell the Consul everything about that lawn-mower which you would tell a prospective purchaser or a new salesman. Then he can reply intelligently to your letter, and save his time and yours by not having to ask questions of you.

The information that you will receive from our Consular officials—in case you have written the right sort of a letter to them—will tell you all you need to know about the market—if there is a market. Otherwise the letter will say, though in different language, "There are no mountains in Holland."

### Chicago Trade Journals Combine

The Electrical Review Publishing Company, Inc., has been consolidated with the International Trade Press, Inc. The latter company will hereafter publish the *Electrical Review* and *Western Electrician* as well as *Cement World* and other trade publications.

# Get It SOMEWHERE

**W**HEN you buy a piece of machinery, or office equipment, the first question you ask is—

for it—but for the sake of your prosperity and peace of mind get it **SOMEWHERE**.

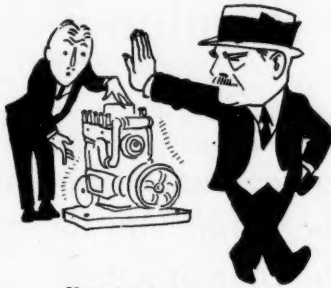
\* \* \*

What will it **DO**?

If it looks pretty, so much the better.

But if it won't **DO** what it claims to do, and what you want done, you won't buy it.

You judge it by the way it **WORKS**.



You judge it by the way it works.

It has cost us a great deal of time and money to get together a well balanced, diversified, experienced staff of men who can make your **printing WORK** for you.

There are only two kinds of printing.

One brings business; the other doesn't.

Get the first kind—the kind that will **DO** what you want done.

Maybe you won't come to us

Our aim is not to save you seventeen cents on a thousand, but to develop the *dynamic power* of your printing right up to the “peak”—and hold it there!

It will interest you a lot to get together with us and talk this important matter over.

## THE ETHRIDGE ASSOCIATION of ARTISTS

NEW YORK OFFICE  
25 E. 26th Street

CHICAGO OFFICE  
220 S. State Street

DETROIT OFFICE  
809 Kresge Bldg.

## Are All the Magazines on Your Spring List Leaders ?

**P**HOTOPLAY is recognized as the leading moving picture publication by both the public and those associated with the industry itself.

Under its present management, it has gone through the greatest development of the picture industry. It has helped in this development by suggestion and friendly comment. Its absolute independence has made this possible.

Photoplay has been quoted by the leading newspapers and magazines as the final authority in discussing the moving picture in their columns.

Others have followed, and there may be more to come. In any event they must be followers. They can't be leaders. We started from the

---

bottom, and secured the confidence of the thousands we were serving by making good.

This is the only way to start. You cannot change a magazine of general appeal into a moving picture publication by simply changing the name and putting in moving picture information. A milk can can't be changed into an oil can without spoiling it. You can't expect to do otherwise with a magazine.

Photoplay started when the moving picture industry was young. It first attracted and still holds its readers because of editorial service and appeal. Merely as a surface indication of the public's vital interest in motion pictures, general magazines give increasing prominence to them as an editorial feature, but this interest gives Photoplay permanence, dominance—an audience, every unit of which represents prime value to the advertiser seeking spontaneous circulation, prestige, editorial purpose and adherence to a program that offers him a successful momentum to be added to that which his own business enjoys.

# PHOTOPLAY

*"Let the name stick in your mind; it's imitated."*

W. M. HART, ADVERTISING MANAGER  
350 North Clark Street, Chicago, Ill.  
New York Office, 185 Madison Avenue



## Editorial Data

on these

### 1,000,000 Homes in Small Towns and Country

**D**ID any advertiser ever know a better way to get *facts* on his proposition than by *investigation* in the homes of the kind of people by millions who should, or do, buy his product?

#### Men Buyers

Our Editors are constantly living in the homes of our subscribers—season after season.

Their investigations and knowledge of conditions are yours for the asking on what the men want and are buying.

#### Women Buyers

Our Editors know the women of these homes and what the big average wants are.

These facts are always at the service of present and prospective Home Life advertisers. Write us.

### Let Us Bring You Facts

Rate \$3.50 per Line

NELSON AGARD, Publisher  
CHICAGO

PUBLICATION OFFICE AND PLANT  
J. E. FORD, Western Adv. Manager  
141 W. Ohio St., Chicago, Ill.  
Tel. Superior 3280

EASTERN OFFICE IN CHARGE  
A. J. WELL, Vice-President  
1182 B'way, New York, N. Y.  
Tel. Madison Sq. 7551



# Senator Cummins Proposes a Ban on Advertising

A Punitive Mail Rate Advocated for Publications Which Largely "Advertise the Industries of the Country"

**SENATOR ALBERT B. CUMMINS** of Iowa is another member of Congress who looks with suspicion upon advertising and advertisers. He would like to see a "very high" postage rate charged publications carrying heavy amounts of advertising—or perhaps he would vote to exclude them from the second-class mail altogether.

It is true that in describing the publications which he would thus put out of business he qualifies his remarks in such a way as to leave in some doubt exactly what periodicals he has in mind. His exact language is: "those publications which are issued chiefly for advertising, their main purpose being to advertise the industries of the country or the commodities of the country and the reading matter being entirely secondary and usually entirely worthless as well."

## WOULD CLASSIFY PUBLICATIONS IN FIVE GROUPS

Inasmuch as the present postal laws already exclude from the cent-a-pound rate "publications designed primarily for advertising purposes or for free circulation," it is fair to suppose that the Senator has in mind certain large classes of periodicals at present admitted, whether trade papers, mail-order papers, fiction magazines, etc., being left in doubt. At all events, judging from the context, his idea seems to be to make the proportion of advertising carried the head and front of the offending. In other words, those publications which are favorites with advertisers are to be penalized. "Advertising the industries of the country" appears to the senatorial mind to be a very wicked and reprehensible practice.

Senator Cummins' remarks follow, his recommendation being to

divide publications into five classes, charging them according to their iniquity, and leaving in the hands of the post office clerks very largely the decision as to what constitutes literary merit:

"The first division of the second-class matter should be the county newspapers. I understand that it is not proposed to change the law with regard to them. Why, Mr. President, are the county newspapers, with their circulation within the county, relieved of all burden of postage? I want Senators to ask themselves that question. It will be easily answered. We have relieved them from all the burden relative to the distribution of the mail, because we believe their existence is essential to the welfare of the people of the various communities of the country. Have you any reason to doubt it? Is there any Senator here who desires to change the policy of the country with regard to them? Yet in the language of my friends from Mississippi and from Florida we are subsidizing the county newspaper every year by contributing for the distribution of their papers a large sum of money, how much no one knows. I for one believe that the public welfare can not be better promoted than by continuing this policy.

"We pass to the divisions, and these ought to be distinct classes, not all grouped as second-class matter. The second class is, of course, the daily newspapers, which are usually published in the larger cities, but there is not a single consideration which has led us to give county newspapers free circulation that does not apply in some degree to the daily newspaper. We have never intended that they should pay the entire cost of that service. Why? Because they are doing a part of the work which the Government is

bound to do. It is rather difficult to tell just how much of the work, but they are doing just the same sort of work that the instructors whom we send out from the Agricultural Department and from the Department of Commerce, the educators in every field, and whose compensation and expenses we pay. They are doing in part that work; they are the allies of good government; and without them it would be utterly impossible for us to sustain our Government for a half decade. Therefore this consideration ought to be taken into account when we determine the postage which they should pay in order to secure the widest circulation.

"Nor is it any answer that they occasionally circulate a falsehood, that they occasionally misrepresent what takes place here or what takes place elsewhere. There are some men in the newspaper fraternity who may be utterly unworthy, but that does not impeach the general standing of the newspapers or the general value of the work which they are performing. That is the second class.

"Now, the third division, and it is a distinct class, are what might be called the publications of societies and organizations which have been brought together for mutual help, mutual advantage, mutual upbuilding, the fraternal orders, and all such associations of men and women who are doing a purely altruistic work, who have no hope of profit. Their publications ought to be distributed by the Government for less than it costs the Government to distribute them. They are also doing a work without which the Government would find it difficult to pursue the even and peaceful tenor of its way.

"The fourth division would be composed of the periodicals and the magazines which are of real value, which are filled with real instruction, in which literature of real merit can be discovered even though they are published with the hope and with the expectation of profit. That is the fourth class; and I think it ought to bear the expense incident to the circulation

or the distribution of their material, although it be very worthy material."

MR. CLAPP. "Mr. President—  
THE PRESIDING OFFICER. "Does the Senator from Iowa yield to the Senator from Minnesota?"

MR. CUMMINS. "I yield."

MR. CLAPP. "Ought there not be and might there not be made a still other line of distinction in the latter class the Senator has referred to, between those which contribute to information. Take, for instance, the agricultural journals. They are putting out the same kind of information we are putting out through the publications of the Department of Agriculture. It seems to me that there ought to be, under the analysis the Senator has made, at least five classes instead of four."

MR. CUMMINS. "I am coming to another class."

MR. CLAPP. "Is it within those fields?"

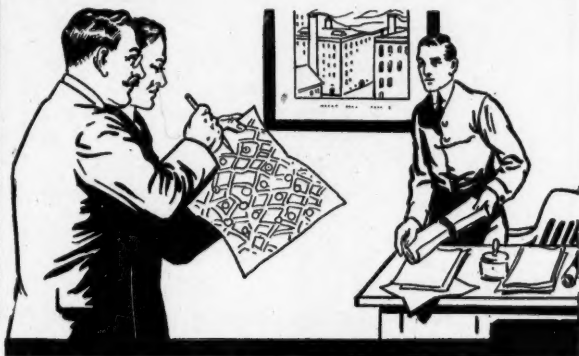
MR. CUMMINS. "The class I have in mind will not embrace the suggestion of the Senator."

MR. CLAPP. "That is what I was getting at. Among those classes which appeal for special consideration it strikes me that, as to the fourth class enumerated by the Senator, an effort should be made to divide that into two classes."

MR. CUMMINS. "That may be possible, Mr. President, and the suggestion is well worthy of thought, but I had believed that with regard to these publications, worthy as they are, the fact that they were being published for profit might require them to pay to the Government the cost of distribution.

"Mark you, I am not suggesting that there shall be put on that class the deficit, if there be one, created by carrying the other classes at less than the cost of carrying them.

"The fifth division, and it ought to pay a very high rate, if it ought to go as second-class mail matter at all—which I very greatly doubt—comprises those publications which are issued chiefly for advertising, their main purpose being to advertise the industries of



## Increase Your Boston Sales

Let us help you analyze this territory—district by district and section by section—let us show you where you are strong—where you are weak, and where and how you can strengthen your campaign.

**The Merchandising Service Department of the Boston American** will help you take your Boston sales problem to pieces and analyze it bit by bit. It will make a thorough trade investigation—submit a report consisting of facts, figures and charts which will show you how to get all the sales you should get.

This department will co-operate with your salesmen—designate the responsive sections and chart your men over the territory by supplying **TRADE MAPS** which show the exact location of dealers. These maps are for the use of salesmen while in Boston.

A letter of inquiry will bring the necessary details regarding the work of this department.

# BOSTON AMERICAN

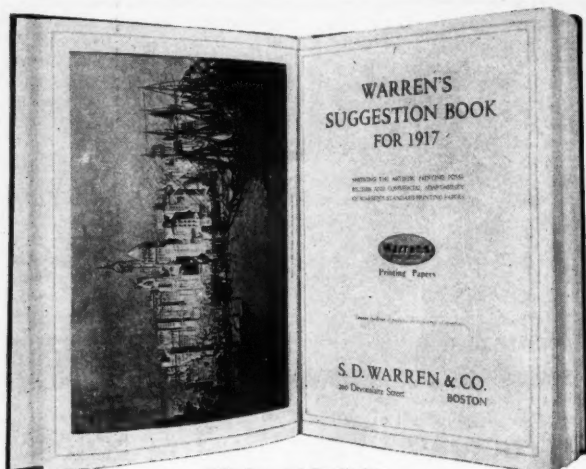
80-82 Summer Street, Boston, Mass.

New England's Greatest Home Newspaper

Member Audit Bureau of Circulations

**NEW YORK OFFICE**  
1789 Broadway

**CHICAGO OFFICE**  
504 Hearst Building



*Title Page and Frontispiece*

## What You Want To Know About Paper Is Graphically Told in This Book

The new 1917 Warren Suggestion Book is ready for distribution. Its sixty-eight pages are full of helpful suggestions for the man interested in fine printing. It contains a great variety of beautiful art and commercial subjects printed in colors and in black and reproduced on Warren's Standard Printing Papers.

We strove to make this Suggestion Book a helpful as well as an attractive example of commercial printing. It contains such a diversity of subjects and such a variety of paper-information that any man, whatever his printing problem, should find it of real assistance in planning his work.

The care we exercised in selecting the illustrations and the amount of time employed in producing this book make the possibility of a second edition very remote.

The supply is limited. Indications are that the demand for these books will be greater than we had anticipated. Please use your business letterhead in asking for a copy.



**S. D. WARREN & COMPANY**  
163 Devonshire St. Boston, Mass.  
*Manufacturers of Warren's Standard Printing Papers*

the country or the commodities of the country, and the reading matter being entirely secondary and usually entirely worthless as well."

MR. CLAPP. "And often worse than worthless."

MR. CUMMINS. "And, as the Senator from Minnesota suggests, oftentimes not only valueless but vicious. Those are the classes into which we should divide second-class mail matter, in my judgment."

### Life Underwriters Advertise

The Philadelphia Association of Life Underwriters has recently concluded a three-months' campaign in the newspapers, which marks an advance in local, co-operative insurance advertising. The amount invested was comparatively small, but the copy was so arranged that a different story would appear each day in a different newspaper. For thirteen weeks there was a continuous story about life insurance in the papers of Philadelphia, each unit touching on a different phase of insurance.

Some of the advertisements dealt with these subjects:

Indestructible life insurance policies. The advantage of life insurance in establishing the credit of big concerns.

What the life insurance companies are doing to conserve public health.

The value of partnership insurance.

Use of life insurance in paying off a mortgage on the home.

One of the advertisements told of the experience of John Wanamaker with insurance; another quoted Alba B. Johnson, president of the Baldwin Locomotive Works. In each ad the services of members of the Association were offered to all persons desiring information about insurance.

Definite sales of policies resulting from the advertising have been reported, but these were not needed to prove the worth of the campaign.

"The advertising," said Theodore E. Ash, who prepared the copy, "has definitely impressed the importance of the Association on the insurance-buying public of Philadelphia, and it has more firmly established a broader confidence in the reliable insurance men and reliable insurance companies doing business in Philadelphia. It has enlightened people in the different forms of insurance policies—supplementing, to a certain extent, the activities of the field forces of the life insurance companies doing business in this community."

### Advertising Manager for Bunte Brothers

L. D. Ely has resigned as advertising manager of Bunte Brothers, Chicago, confectionery manufacturers. He is succeeded by Herbert L. Otte.

### Packard President Discusses Training of Men

"I was talking recently to a small group of dealers regarding hiring and training men. Some of the dealers present asked that I write what I had stated.

"The point emphasized was that no Packard dealer in hiring men for any position, whether as salesmen, clerks, or what not, can hope to monopolize all the best talent. His competitor can hire nearly, if not as good, talent. The mental endowment of men you can hire is just about as good as that of the men your competitor can hire.

"If, therefore, you are determined, as you of course are, that your organization shall in ability and efficiency excel your competitor's, that result will ordinarily come in just the proportion that you educate and develop the talent you hire.

"In creating your organization you have engaged a certain number of men. Isn't it reasonable to suppose that the raw material you have secured is just about as good as your competitor's? I don't mean that there isn't room for the exercise of great skill in selecting men, for undoubtedly there is, but your rival is apt to have the same skill in that direction, or possibly even more.

"In any event, the degree to which your organization approximates 100 per cent efficiency is principally dependent upon *your* ability to educate and develop the raw material; upon the extent to which you are able to train your men, and to give them as quickly as they can assimilate it, not only the essentials, but the refinements of their work, which ordinarily are acquired only through long experience.

"It isn't fair to any young man to bring him to your organization unless he will have capable supervision, direction and assistance that will enable him to use his talents to the best possible advantage in his work. Some capable, experienced person should be given the responsibility of firmly, but kindly, guiding him along the pathway to success.

"I know of no more severe stricture that can be passed upon the manager of any business than to have it said of him that in all his direction and handling of men he developed only mediocrities.

"We are on earth that we may ourselves succeed and enable others to succeed. The manager who develops among his organization the greatest number of successful men will himself enjoy the greatest measure of success."

—ALVAN MACAULEY.

### Alfred H. Bartsch in Agency

Alfred H. Bartsch, for seven years advertising manager of the Bosch Magneto Company, has become associated with the McLain-Hadden-Simpers Company and has been elected secretary.

# New York State Dairy Farmers in Milk-Advertising Campaign

Large Association Advertises in New York City Newspapers on the Problems Surrounding Production of City's Milk Supply

NEW YORK CITY consumes 2,500,000 quarts of milk—roughly, a pint a head—daily. Who produces it? This was a big, comparatively unanswered question during the milk strike last summer, when the producers struck for a better price for their goods. The newspapers were full of the menace of the strike, the distributors came out with large newspaper space giving their side, but there was still a great silent vacuum from whom the public heard no voice—the farmer.

No longer: the Dairymen's League, an association of dairy farmers in and around New York State, with some 32,000 individual members, has just opened headquarters in New York City, and has launched an advertising campaign with several ends in view. This campaign, under present

plans, will last three weeks, ten papers being used on four days of the week. For it, \$17,000 has been appropriated. It began with half-page copy, and continues in quarter pages. This is the order of the preliminary plan, but it is possible that it will be extended to the foreign-language press and up-State city newspapers.

This campaign has several purposes and the copy proceeds along two main, definite angles. One is to publish information and data on the methods, problems, etc., entering into the production of milk, and the other is to disseminate information on the relative food values of milk as compared with other food products which cost proportionately much more for the same amount of nourishment. The first aim, then, is to clear up in the public's

mind any haziness on where its milk comes from, how it is produced, the farmer's position, and what it costs him to produce it. The second object is to try and make the public feel that, at 12 cents a quart, nevertheless milk is a comparatively economical food; thus, to stimulate a greater use of milk so that increased consumption will necessitate greater production, a fact which, according to a representative of the League, will enable the farmer to earn a profit where it is now claimed he produces at a loss.

Faced with the facts, it is felt that an increase over a per capita consumption of

**MILK**

12¢  
a  
Quart

2 lbs Chicken 50¢  
8 Eggs Cost 40¢  
1 lb Beef Steak 50¢

**The Best and Cheapest Food**

**MILK** is not merely a drink—it is a rich, concentrated food affording unusual nourishment. It is nature's balanced ration. Every child almost reeled by the body is contained in milk.

**Costs One-Third As Much As Eggs**

A glass of milk costs from two to five cents. Two eggs, which represent in food value to the milk, cost ten cents. The rising cost of living is making this fact even more popular. Every growing child needs a full quart of milk a day. Every grown-up should drink at least two glasses.

Double your milk-order. Get down on some of the most nutritious foods which are not only easily digested and not waste on nutrition.

Use more milk in cooking. Load up your food with this rich nutriment. Don't stir-fry pure cream on the stove, and remember that the butter on your bread is 80% pure food value. Eat all the good saturated cheese you want. Milk is with you all day. Don't waste for the pie course.

You cannot do more than this. It is strength, being and health building.

For Shanghai's Sale Order—Write 20¢.  
For Economy's Sale Double Your Milk Order Today.

**DAIRYMEN'S LEAGUE**  
New York City Headquarters  
110 West 40th Street

about a pint daily might reasonably be expected, and any such increase should spell the difference between loss and profit. Take the farm as a producing proposition. It is claimed that, even with the increase in price received per quart the farmers secured some time ago as a result of their strike, nevertheless, at  $4\frac{1}{2}$  cents a quart they produce milk at a loss. Whatever profit they make, it is said, is on dairy by-products—calves, hogs, etc. The farmer's overhead includes plant, or farm, his labor, feed, cartage, etc. If the demands warranted, he might be able to engage a hired man, enlarge his herd, and by working the same plant more nearly to its capacity, by increasing volume of production on little more stock investment, earn a profit on his milk. That is, up to a certain point profits are absorbed by overhead, and with the present demand distributed as it is, the individual farmer does not dare, or cannot afford, to increase his labor or herds to a point where he can, indeed, realize a profit.

To those who accuse the farmer of inefficient methods, members of the League reply that the active work of agricultural schools and governmental departments in disseminating better farming information has brought the average dairyman to a point where he keeps books on every cow in his herd, yet after several years of this work there has only been an increase of 11 per cent in production. The average farmer, it is said, runs his farm as efficiently as the average business man does his business.

#### SITUATION OF THE DAIRY FARMER

What has been the result? According to the League, which, in developing its campaign, has had recourse to the Cornell University agricultural station for information as well as to data secured from its own members, from 1911 to 1917 the dairy herds which supply New York have dwindled from 498,000 to 420,000. In one county alone in New York State there are 3,000 dairy farms for sale. This, despite the fact that

this decrease in milch cows has been accompanied by a great increase in cost to the consumer.

Following the crisis of last summer, with some taste of the possibilities of united effort, an active campaign was started to knit more closely the scattered dairy farms and their mutual interests. This has gone on and still continues. Paid canvassers are traveling through the State and the adjacent counties of neighboring States, lining up recruits. Now the Association has around 32,000 members, representing herds of from ten to five hundred head. Its president is a college graduate and farmer, R. D. Cooper, of Little Falls, N. Y. These farmers supply 2,500,000 quarts of milk a day to New York City—a yearly business totalling more than \$80,000,000, retail.

The publicity campaign was decided upon by the executive committee of twenty-four, sitting in Albany. It was urged that such a campaign would be valuable, not only in its effects on the public, but that it would represent positive action—the voiced statements of a united position taken by a vast membership. It would, moreover, impress the members more clearly that they were organized for a purpose, and would serve to define in their own minds their mutual aims by giving concrete expression to these aims. It would be proof positive to every member that they were really doing something along the lines for which they organized. For this reason, a tax of one cent per one hundred pounds of milk produced was agreed upon, each member to pay according to his production. This fund was started last October and has grown to a comfortable size, but a part of which has been appropriated for the present campaign.

The advertising sounds the alarm to the consumer that the cost of milk is going up as the herds are shrinking, because the average dairy farmer cannot afford to produce milk at its present price to him.

"Is New York's Dairy Herd Doomed?" warns such an adver-



tisement, showing a comparative size figure chart of the city's "cow" in 1911, 1913, 1915 and 1917.

For the rest, the copy develops in two sections: one, producing information and the other the food-value propaganda. The news feature is best illustrated by quoting from one of the advertisements.

"The Dairymen's League takes this means of telling you about how the vast river of \$80,000,000 worth of milk pours into New York City," states the opener. "We want you to know how this milk is produced, what we sell it for, the cost of producing it, and what wonderful foods are milk, butter, cheese and ice-cream.

"It requires about 35,000 dairymen and 420,000 cows to furnish you with milk. To get this milk to you on time it means getting up at 4:30 A. M. on all these farms and working until 8 P. M. In most cases we dairy farmers have to call on our wives and children to help us with our jobs. In Delaware County, on 86 per cent of the dairy farms either women or children or both assist in the dairy work.

"For years we milk producers have actually done business at a loss. As a result, for the last ten years the great dairy herds of New York State alone have cut down 13,000 head each year and there is a corresponding reduction in adjacent States.

"The dairy counties of New York State are losing population year after year, while non-dairy counties are increasing in population. This is due to the fact that New York dairymen have not been paid enough for their milk. Just now we get about 4½ cents a quart, including the slight increase last October. Even with that we show no profit, as labor, cows, feed, etc., have gone up about 35 per cent. You have not understood the food value of milk and its products and the increasing cost of production.

"When you do understand our problems, we are confident that you will permit us to show a small profit at the end of the year from

our cows. We firmly believe that the public wants us to receive a living profit and that this will encourage us to increase the production and quality of milk for your city."

There follows a dissertation on milk as a food and drink, with comparative table of food values: milk at 12 cents a quart, for example, it says, equals 8 eggs at 40 cents; 3 pounds of fresh codfish at 30 cents; 3/5 of a pound of ham at 21 cents; 2 pounds of chicken at 50 cents, etc. This food value educational work is continued in individual advertisements, which incidentally play up milk and crackers, or bread and milk as a healthy and economical lunch.

It might seem a rash move to start such a campaign so soon after the agitation over the increased cost of milk, and at a moment when food riots are taking place, and the rising cost of food is a great national problem. It is felt, however, that this is really a psychological moment to emphasize the comparative cost and nourishment propaganda in behalf of milk.

This is the first step in the Association's public activities. It is a movement entirely separate from the campaign of the National Dairy Council, described in *PRINTERS' INK* of August 3, 1916, whose object is almost purely food-value education. The Association is one more recruit to advertising as a means of expression of the position, views and aims of a vast and otherwise inarticulate group of, individually, small interests.

### Gives Practical Information About Cement

On a cover page of the *Country Gentleman*, the Alpha Portland Cement Company gives three solid columns of answers to questions that frequently arise regarding concrete work. They are questions that would puzzle many a farmer who is trying to determine whether or not he ought to make his driveway, porch steps, poultry house or what not of concrete.

Not a word is said about the quality of Alpha cement. A hand-book containing further information is offered those who are interested.

# "Aspirin" as Trade-Mark Will Probably Be Basis of Legal Battle

Lehn & Fink Announce That They Will Use Word Aspirin

**D**OES the right to exclusive use of a trade-mark die with the expiration of the patent on which the manufacture of the trade-marked article has been based?

That problem is the basis of a legal battle which, in all probability, will be fought in the courts in the near future.

The medical preparation known as "Aspirin" (the chemical name for which is acetyl salicylic acid) has in the past been manufactured and sold by the Bayer Company, which has owned both the patent on the medical formula and the trade-mark word "Aspirin." The patent on the formula for acetyl salicylic acid expired February 27, and any chemical manufacturer may now produce and sell this compound. The Bayer Company, however, claims that while it is true that the formula is now common property, the trade-mark "Aspirin" remains the property of the company exclusively and may not be applied

to acetyl salicylic acid made by any other manufacturer. Its claim is based on the fact that the trade-mark was granted to it *before* the patent on the formula, and therefore does not expire when the patent does.

This contention is called in dispute by Lehn & Fink, manufacturing chemists and druggists, who

claim that the name "Aspirin" as well as the chemical formula, is now common property. Lehn & Fink, in a letter dated February 27, state that they "are now making 'Aspirin' and calling it 'Aspirin.'" Both the contending parties have secured legal opinion in support of their position,

## "ASPIRIN" TRADE-MARK

The Trade-Mark "Aspirin" (Registered U. S. Patent Office) is entirely separate from the patent on Acetyl Salicylic Acid and will not expire with this patent.

The Trade-Mark "Aspirin" remains our exclusive property, and therefore only acetyl salicylic acid manufactured by The Bayer Company, Inc., can be marketed or sold as "Aspirin".

Any violation of our trade-mark rights will be vigorously prosecuted.

*Literature in confirmation of the above statements, together with copy of patent, will be furnished on application.*

**THE BAYER COMPANY, INC.,**

117 Hudson Street, New York, N. Y.

NEWSPAPER COPY TO PROTECT NAME ASPIRIN

and both announce their intention of carrying their claims into court, if necessary.

In the meantime, advertising is being used by both parties in an endeavor to win the support of the drug trade in general. The Bayer Company has sent out a four-page circular addressed "to the drug trade," and quoting at

length from a letter written to it by an attorney who gives an opinion in support of the contention that the company's right to the exclusive use of the word "Aspirin" does not expire with the patent on the chemical formula. Their attorney points out that "the patent itself gave the name 'acetyl salicylic acid' to the therapeutical substance, and the most the public can acquire by the expiration of the patent is the right to designate the substance by that name," and goes on to say:

"Prior to the issue of the patent, February 27, 1900, the name 'Aspirin' had been adopted and applied as the trade-mark distinguishing the Bayer manufacture both in this country and abroad.

" 'Aspirin' was registered as the trade-mark of the Bayer manufacture in the United States Patent Office, May 2, 1899, and therefore prior to the date of the patent, and no subsequent patent can detract from the exclusive rights acquired by this registration under the trade-mark statute.

"In all foreign countries the therapeutical substance of Bayer manufacture is distinguished by the name 'Aspirin' from all other manufactures of the same substance, which are designated by the name 'Acetyl Salicylic Acid' or its translation, often coupled with the name of the house manufacturing it, or even by arbitrary names which were registered by the manufacturers as independent trade-mark names.

" 'Aspirin' was registered as the trade-mark of the Bayer manufacturer not only in the United States, but in most civilized countries."

The rest of the opinion follows:

"During the term of the patent the substance was imported extensively into the United States by infringers as acetyl salicylic acid in defiance of the United States patent, and was known and sold by druggists all over the country.

"By no act or word have you ever indicated the intention to dedicate the name 'Aspirin' to any other manufacture of the article, but in labels, advertisements and propaganda you have informed the public that this name was not that of the article, but of the Bayer manufacture thereof.

"Official publications, such as the *Pharmacopeia*, the *Dispensary*, the publications of the American Medical Association, and the government literature, have applied the name 'Acetyl Salicylic Acid' to the therapeutical substance.

"The purity and uniformity of the Bayer manufacture have been so jealously guarded in all the 'Aspirin' sold ever since its introduction in all countries of the world, that the value of the trade-mark 'Aspirin' as the representative of this purity and uniformity rises superior to that of the United States patent, both with respect to the public and yourselves, particularly in view of the therapeutical uses of the substance.

" 'Aspirin' has been sold with the following statement, or its equivalent, on the label: 'The name of the substance is "Monoaceticacidester of Salicylic Acid." The word "Aspirin" identifies it as the manufacture of the Farbenfabriken vorm. Friedr. Bayer & Co., Leverkusen, Germany, or of the assignee of its manufacturing good will in the United States.' The label also contained the following: 'The word "Aspirin" is also protected by registered trade-mark No. 32805.'"

The Bayer Company is also using newspaper space and drug trade papers to state its side of the case. One of these advertisements is reproduced herewith.

Lehn & Fink have circularized the drug trade in support of their contention that the use of the word "Aspirin" is open to anyone, and have announced that they are "ready to assume the legal burden and defend any purchaser of our article," should the Bayer Company carry into effect "their threat to prosecute anyone who sells aspirin other than that manufactured by them." Lehn & Fink are also publishing half-page advertisements in the medical and drug journals.

Readers of PRINTERS' INK may remember that in its issue of June 29, 1916, comment was made on the advertising campaign of the Bayer Company, then just opening, in which newspaper and magazine space was used to impress on the public the fact that "Aspirin" refers to the product only of the Bayer Company. This campaign was of course planned in anticipation of some such action as is now transpiring, and endeavored to hold as great a part of the market for the Bayer Company as possible in view of the fact that the chemical formula was soon to become common property.

# Will Not Increase Advertising to Get Recruits for Navy

Secretary Daniels Apparently Satisfied With Present Methods

**F**ACING a touch-and-go war situation, with an acknowledged shortage of 20,000 men in the enlisted personnel of the United States Navy, Secretary Daniels, himself a publisher, declines to recede from his position against newspaper and magazine advertising as a means of attracting recruits. This was made clear to a representative of **PRINTERS' INK** who called at the office of the Secretary of the Navy to inquire as to the authenticity of a report that Secretary Daniels had wired to Canada for details of the highly successful advertising campaign of the Dominion Government designed to secure recruits and finance the war.

The answer made to **PRINTERS' INK** was that no such request for information had, with authority, gone from the Navy Department to Canada. It was suggested that possibly such an inquiry may have been dispatched from the Navy Publicity Bureau at New York, which has charge of the Navy's pamphlet and poster advertising, or from some other "branch office" of the recruiting service, but if so the quest for information was solely on the initiative of the subordinates. Under the revised recruiting system put into effect in the Navy some months since, the activities are under general direction from Washington, as formerly, but the working out of details is left largely to the officials at the main recruiting depots. The presumption at the Secretary's office is that any curiosity manifested regarding Canadian methods was on some such responsibility.

Asked on behalf of **PRINTERS' INK** whether the present crisis has resulted or is likely to result in any change of policy with respect to naval recruit advertising, the answer at the Secretary's office was emphatically "no." The Secretary continues to stand squarely behind his subordinates,

who, with complete reversal of form, have during the past few weeks cut out virtually all periodical advertising—not merely the full-page displays formerly carried in popular mechanical magazines, but newspaper classified ads, such as were for years one of the standbys of the Navy.

## SATISFIED WITH PRESENT METHODS

Without any attempt to quote the Secretary or his chief aids, the position of the powers that be at the Navy Department on the subject of newspaper and periodical advertising may be summarized as follows: The Navy is short 20,000 men, but is making a net gain of about 2,000 enlisted men per month, and is confident that it would do even better should the President issue a call to arms. As the Navy officials sense the situation, their service is in no such critical position as is the Army, which may need hundreds of thousands of men where the Navy needs tens of thousands. The sea service requires, of course, no more men than it has ships, and unless there be in the near future some extraordinary and unexpected increase in the tonnage strength of the fleet it is felt that the present means of securing enlistments will suffice. The officers of the Navy in charge of advertising claim that they can get better results from an appropriation invested in other forms of advertising and publicity than from the same amount invested in newspaper and magazine space. There is every disposition on the part of the men higher up to agree with them in this. The Secretary is requiring certain results from his recruiting division, and so long as the officials in charge produce results he is not inclined to question their judgment as to ways and means, nor to go over their heads.

Meanwhile, the Navy Depart-

ment is opening new recruiting stations all the while—each with its letter-duplicating outfit, mailing lists, addressing machines and other paraphernalia, for direct-by-mail advertising—and is reaching out in its booklet, card, and poster campaigns. A new form of window card has lately come from the printer, the standard street-car cards are going out in increased editions, and the current hangers and posters, not the largest, but the most colorful the Navy has ever employed, are being given liberal circulation.

The mainstay in the 1917 campaign, however, is the 48-page illustrated booklet, resplendent in a new cover, brave with orange and purple tints. The first edition of this booklet, "The U. S. Navy—Enlistment, Instruction, Pay and Advancement," came out last autumn. It represented a new departure in naval practice in that not only was the copy written by Navy men, but the printing was done by the Navy Publicity Bureau.

The determination in the Navy Department to continue, even in the present emergency, to discriminate against periodical and newspaper advertising as a luxury too costly for Uncle Sam's pocket-book is due to the showing made by the Navy's system of keying its replies. Every applicant for enlistment in the Navy is asked by the recruiting officer what impelled him to seek a place in the service, and upon these answers, duly tabulated, are based the Department's findings as to the relative work of the different mediums.

However, the sources of inspiration, analyzed as to relative influence, are by no means restricted to recognized forms of advertising, as an experienced advertiser might restrict his keyed list to mediums actually employed. Instead, in the case of the Navy we find enlistments ascribed not merely to newspaper advertisements, posters, electric signs, etc., but also to such pullers as "the sight of the flag," "the suggestion of parents or friends," "solicita-

tion by recruiting officers," etc. Doubtless to the practical advertising man some of these factors may appear in the light of sentimental influences, extremely difficult of estimate as determining elements in inducing young men to enlist.

Some advocates of newspaper and periodical advertising feel that the Navy's plan of tracing and crediting enlistments does not accord full measure of justice to their class of mediums. For instance, it is pointed out that numerous enlistments are credited to the suggestion of parents, guardians, relatives, etc., with nothing said as to what impelled these elders or associates to suggest the Navy as a career. It has been admitted at the Navy Department in years gone by, however, that in the rare instances where advertisements for recruits were inserted in standard literary magazines it was found that although these announcements did not immediately summon any large number of would-be recruits, the persuasive influence upon parents, teachers, and others in charge of the rising generation was far-reaching and most beneficial.

Finally, the recruiting officers are in charge of the voting whereby applicants for enlistment are called upon to ballot as to what brought them to the sticking point. These recruiting officers have, most of them, a keen interest in their work and a desire to make such a showing as will insure the continuance of their detail for recruiting duty. As he is questioned the newcomer in the Navy is prone to forget entirely the advertisements that first stirred his imagination when he was back on the farm as well as the 24-sheet posters that echoed the suggestion and to think only in terms of the immediate present, of the flag or electric sign over the recruiting office, of the motion picture at the nearby movie, and of the encouraging words of the missionary in uniform who hailed him from the curb in front of the recruiting station.

PRINTERS' INK

## *The "Break" in the Diversion Brings ACTIVE Reader Attention To your ADVERTISEMENT*

**W**HAT does one mean by *reader attention*? One means, of course, that the story or reading matter secures attention and not that the reader buys or reads a publication because of the advertising therein.

People go to the theatre to be diverted just as they buy magazines to be entertained.

But at the theatre, when the curtain goes down, there is a pause or "break" in the diversion or entertainment. It is as though an absorbing story disappeared abruptly out of a magazine, and the reader was left with a brochure of attractive advertisements in his hands, and nothing to do but read them—awaiting the reappearance of the story.

In other words, *passive* reader attention, which you get in any other medium, becomes *active* reader attention to the advertisements, in

### *Strauss Theatre Programs*

A Magazine Medium  
for Greater New York

*N. B.—Frank V. Strauss & Co. publish the  
programs for all the principal theatres  
in New York*

PRINTERS' INK

You can tell TUXEDO blind-folded!

TEST

Your Nose Knows

FOR PURE FRAGRANCE

"Your Nose Knows"

## THE NEW TUX

**R**EPRODUCED here in miniature are six inserted in the Street Cars from ce stantly before the eyes of the Nation late at night, day after day. The famous from one end of the country to the

One reason why people remember what the because they *ride along with the cards* to l remember that counts.

In the Street Cars you can reach the read lower cost than in any other one medium, p

## STREET RAILWAYS A

CENTRAL OFFICE  
Berland Bldg., Chicago

HOMER OFFICE  
Candler Bldg., New

Tuxedo Challenge

TAKE ANY OTHER TOBACCO — RUB BRISKLY — COMPARE WITH TUXEDO'S PURE FRAGRANCE

YOUR NOSE KNOWS WINS!

Your Nose Knows

TEST for PURE FRAGRANCE



## PRINTERS' INK



*Will Your Tobacco Stand This Test ?*

*Pure, Fragrant*

*will*

*"YOUR NOSE KNOWS"*

*The Perfect Tobacco for Pipes and Cigarettes*

## W TUXEDO CARDS

are six of the new TUXEDO Cards just being  
s from ocean to ocean. These cards will be con-  
the Nation's smokers—from early morning until  
ay. The "Your Nose Knows" Test will soon be  
try to the other.

r what they see advertised in the street cars is  
cards o long at a time. And it's what people

h the readers of *all* other mediums—and at a  
medium, per dollar invested.

## WAYS ADVERTISING CO.

HOME OFFICE  
Candler Bldg., New York

WESTERN OFFICE  
Monadnock Bldg., San Francisco

are the

Guaranteed to **SATISFY**  
or Your Money Back

**Tuxedo**

The PERFECT Tobacco for  
Pipe or Cigarette

TAKE TUXEDO AND  
ANY OTHER TOBACCO  
RUB EACH BRISKLY—  
TEST FOR  
PURE FRAGRANCE

*"Your Nose Knows"*

The PERFECT Tobacco for Pipe or Cigarette

**WINS!**

PRINTERS' INK

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ERWIN & WASEY COMPANY

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*Advertising*

58 EAST WASHINGTON STREET • CHICAGO

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Too practiced to ignore  
precedent; too original  
to abide its tether; too  
resourceful to be hesitant  
—an organization of  
effectives planning less  
to the campaign than to  
the victory.

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# Barney Link, Poster Advertising Power, Dead

Greatest Individual Factor in Development of Posting in This Country Dies Suddenly in Florida Fishing Camp—His Extraordinary Career

**B**ARNEY LINK, the most prominent single factor in the development of poster advertising in the United States, died suddenly of heart disease Friday afternoon, March 2, at Long Key fishing camp, Long Key, Fla. Mr. Link was on his way to attend the directors' meeting of the Poster Advertising Association at Palm Beach which opened last Monday. His death, unexpected as it was, came as a great shock to his many associates and friends.

Mr. Link undoubtedly exercised the greatest individual influence in developing the outdoor posting industry from a vast, unorganized and confused system of individual plants to a stage where it became possible for the advertiser contemplating the use of posters simply to name his territories and have the work done for him through a central organization that attended to the least detail. He is also given credit for having greatly advanced the standards of the industry. Simply, and in his own words, the story is this:

"We are merely 'go-betweens.' In the old days a man who owned a lot and wanted to pay taxes used to build a bill-board and then get the furrier to advertise on it during the fall. When the furrier's advertising season was over, the property owner had to get busy and find someone else, and so on throughout the year. It not only took a lot of time, but it meant that the advertiser had to keep a whole lot of accounts, just as he would if he sold direct to a lot of petty dealers instead of the jobber. The need of some third party to handle the work in bulk, and lessen the cost of selling through a properly organized sales force, gave rise to the outdoor companies."

At the time of his death Mr. Link is said to have been the largest individual owner of posting

plants in the United States.

Physically and temperamentally, he was well endowed to carry the banner for the poster interests through the stormy trials that have beset them from all sides, from civic and governmental bodies, as well as those who have seen fit to attack outdoor advertising from alleged aesthetic motives. His life story, as sketched by himself before the Poster Advertising Convention at Atlantic City last summer, furnishes some clue to the training that fitted him for this enormous task.

He was born and brought up on a farm at Baraboo, Wisconsin, the son of Bavarian immigrants. At the age of twenty he came to New York and shipped on a schooner engaged in the coast-wise trade. His first taste of the sea came near to being his last. While off Cape Hatteras on the return trip from St. Mary's, Ga., a storm struck the vessel, and throughout its course he stood his trick at the helm, which he managed to do only by grace of the ropes that lashed him to his post. As he told it, the captain was lashed in the rigging whence he called his orders, but these were not always answered from the helm because of the seas that poured over the stern, engulfing the wheel-box and helmsman together.

## A BILL-POSTER FOR BARNUM & BAILEY

Later he became a bill-poster, working with paste pail and brush on the road with Barnum & Bailey's big show. His experiences in this capacity were varied and interesting, while at the same time he gained a knowledge of posting conditions as they then existed that proved invaluable in his later work as his own master. He was with Barnum in Canada when the famous Jumbo died. In the seasons when the circus was off the

road, he filled in by engaging himself with traveling road companies and burlesque shows. He used to tell with amusement how once, with an Uncle Tom's Cabin barn-storming troupe, he was recruited from sticking bills to act the part of Simon Legree, the regular performer being indisposed or something.

Later he joined Buffalo Bill, with whose show he was associated for seven years, though no longer in his original capacity, but in a managerial position. It was while with this outfit that, in 1894, he was impressed with the poor posting facilities in Brooklyn, N. Y. Anticipating the possibilities of this growing "home" borough, he joined with two other men, Messrs. Fay and Murphy, in building a plant there. From that date, as he prospered, he began to acquire plants in other towns, until, as remarked, he came to be the greatest individual power in poster advertising circles.

Despite his great success, Mr. Link, whose Christian name was Bernard, but who came universally to be known by his nickname of Barney, was a very modest man, and never allowed his name to appear on any imprint posted on his boards, or any letterhead of the companies in which he was interested, unless necessary.

He has been president of the Poster Advertising Association, of which he was a director at the time of death. He was also a director of the A. A. C. of W., and president of the Van Beuren and New York Bill Posting Company, and of the Poster Advertising Company, Inc., of New York City. He is survived by his widow, whom he married while in England.

### O. E. Stoll Heads Sales Department

O. E. Stoll has been elected a director and vice-president in charge of sales of the General Motors Truck Company with headquarters at Pontiac, Mich. For the past three years he has been branch manager in charge of the Pennsylvania territory.

## Liquor Advertising Hit Hard by New Law

Reed Amendment of the Post-Office Appropriation Bill Provides Severe Penalties for Violation—How Publishers Are Affected and What Some Think of the Situation

THE Reed amendment to the Post-office Appropriation Bill has become law.

The act forbids the mailing of any "letter, postal card, circular, newspaper, pamphlet or publication of any kind containing any advertisement of spirituous, vinous, malted, fermented or other intoxicating liquors of any kind, or containing a solicitation of an order or orders for said liquors, or any of them," when addressed to a point in any State or territory at which advertising or soliciting orders for such liquors is forbidden by the laws there in force.

These provisions are of great importance not only to those directly engaged in advertising liquor, but also to all publishers of newspapers, magazines, etc., containing such advertisements, and their agents. The act imposes a fine of not more than \$1,000, or imprisonment for not more than six months, or both. The trial of offenders may take place either where the unlawful matter or publication was mailed or where it was carried for delivery in accordance with the direction thereon. Imprisonment for not more than one year is the penalty for a second offense.

It is to be noted that the bill does not altogether forbid the mailing of liquor advertisements, or publications containing them, into "dry" territory, but only prohibits the use of the mails for the circulation of that sort of publicity matter in places where local statutes bar the advertising of liquor or the solicitation of orders for it. This is not by any means the case in all the States which have adopted prohibition,

and a further provision of the bill directs the Postmaster General "to make public from time to time in suitable bulletins or public notices the names of States in which it is unlawful to advertise or solicit orders for such liquors."

How far the word "knowingly" would protect the publisher of a periodical from prosecution under the drastic provisions of this bill it is hard to say. Much would necessarily depend on the interpretation given it by the courts. It is evident that no one could escape responsibility by retiring, so to speak, into an airtight box, and claiming immunity on the ground that he did not read the bulletins of the Postmaster General and therefore did not know where liquor advertising was illegal and where it was not.

A resolution has been passed by Congress for the purpose of postponing the operation of the "bone-dry amendment" till July 1st, 1917, in order to give the liquor dealers an opportunity to dispose of stock.

#### HOW PUBLISHERS REGARD LAW

Newspaper publishers do not seem to regard the final passage of the Reed Amendment as a very serious matter. Don C. Seitz, of the *New York World*, in talking to a representative of PRINTERS' INK, smiled when he said:

"The adoption of the measure will give the newspaper men a chance to study penology at close range. But, seriously, I do not think such a law would do very much harm, anyway. Most newspaper publishers have already barred from their columns all advertisements of beer, whiskey or other intoxicating beverages. If those that are still carrying such advertisements should throw them out altogether the loss in revenue would not be serious. There may have been a time, a number of years ago, when the passage of a measure like the Reed Amendment would have cut into newspaper incomes, but not now."

Louis Wiley, business manager of the *New York Times*, in discussing the measure said: "My

personal views on the subject are substantially those expressed in an editorial published in the *Times* February 23, which says in part:

"It is worth noting that an advertisement lawful in New York, for example, is made unlawful if the journal in which it appears is mailed to Alabama. A Federal statute is to make a publisher, innocent in New York a criminal in Alabama. The alternative haling of the innocent-guilty, the criminal, limited, publisher to another jurisdiction is characteristic of the sentiments of too many politicians toward newspapers. That is a mere expression of zeal or malice; but is the freedom of the press safe under legislation of this kind? If the Government can edit advertisements, why can't it edit news and editorials? Take out liquor advertisements, and accounts of a meeting of brewers or distillers, or an editorial opposing prohibition, might be next to be excised. It will be curious to see, in case this bill is signed by Mr. Wilson, whether it impairs any constitutional rights or guarantees."

During the debate on the amendment in the House of Representatives, Charles H. Randall, of California, stated that thirteen States now forbid the advertising of liquor. He enumerated Washington, Arkansas, Oklahoma, Oregon, West Virginia, North Dakota, Colorado, Maine, Alabama, Georgia, South Dakota, Virginia, and Mississippi, and went on to say that 8,367 publications of various kinds, or almost one-third of the total number appearing in this country, now exclude liquor advertisements from their columns.

#### Death of Otto Rudd

Otto Rudd, vice-president of the Simmons Company of Kenosha, Wis., maker of metal beds, died last week. Mr. Rudd rose to his position with the company from a track laborer thirty years ago. At the time of his death he was recognized as one of the leading production experts in the country. Mr. Rudd was particularly interested in the production of beds to supply the market being created by Simmons advertising, described in PRINTERS' INK for February 22.

**Day and  
Night  
Service**

**The best quality  
work handled  
by daylight**



*One of the largest and most completely  
equipped printing plants in the United States*

**Printing and Advertising Advisers and  
The Co-operative and Clearing House  
for Catalogues and Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

**OUR SPECIALTIES**

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing require-

ing the same material and workmanship as the above, such as **Proceedings, Directories, Histories, Books** and the like.

**Our Complete Printing Equipment**, all or any part of which is at your command, embraces:

**TYPESETTING  
(Machine or Hand)  
PRESSWORK  
BINDING  
MAILING  
ELECTROTYPE  
ENGRAVING  
DESIGNING  
ART WORK**

**If You want advertising service**, planning, illustrating, copy writing and assistance or **information** of any sort in regard to your advertising and printing, **we will be glad to assist or advise you.**

**If desired, we mail your printed matter direct from Chicago—the central distributing point.**

**USE NEW TYPE**

**For CATALOGUES  
and ADVERTISEMENTS**

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.



**Clean Lino-  
type Faces**

We have a large number of linotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

**Good  
Presswork**

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.



**Binding and Mailing  
Service**

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

**Let Us Print Your Catalogues and Publications  
— THE GREAT CENTRAL MARKET —**

**CATALOGUE & PUBLICATION  
— PRINTERS —**

**Make a PRINTING CONNECTION  
with a Specialist and a Large and  
Absolutely Reliable Printing House**

(Inquire Credit Agencies and First Nat'l Bank, Chicago)

If you want quality—the education and training of our employes concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful. If you want delivery—our plant is equipped with economical, time-saving machinery and is in operation day and night the year around. If you want the best price—our unusual labor-saving material and equipment enables us to make exceptionally low prices on our specialties. Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself

**Proper Quality — Quick Delivery — Right Price**

*We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.*

**Don't you owe it to yourself to find out what we can do for you?**

**Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.**

**Let us estimate on your Catalogues and Publications.**  
(We are strong on our specialties)

**ROGERS & HALL CO.**

Polk and La Salle Streets  
Wabash 3381

**CHICAGO** The Great Central Market  
TELEPHONES Auto. 52-191

# Oliver Typewriter Salesmen Supplanted by Advertising

Company's Advertisements Explaining Reasons for Radical Changes in Marketing Method

THE Oliver Typewriter Company came out last week, in newspapers and periodicals, with the opening announcement of a new campaign based on a sales policy which it claims "will revolutionize the typewriter business." This revolutionary policy in a word consists of disbanding its entire sales force of several hundred trained salesmen, closing up its fifty branch offices, canceling its agency agreements and turning back the 50 per cent saving it thus hopes to effect to the purchaser in the form of a cut price. In a word, it will sell the same machine it used to sell for \$100 through salesmen for \$49 through the mail.

This move has created more or less of a sensation and several stories are going around in Chicago purporting to give the "facts," to the effect that L. Williams, the president of the company, one morning a few months ago came down to the office, and sent for his sales manager. Without any preliminaries he instructed the sales manager to discharge all his salesmen who were not on an absolutely paying basis, and to cease hiring more.

When the sales manager sufficiently recovered his breath, he asked the president what the idea was. He was then informed of the decision to sell by mail exclusively. In reply to a question from the sales manager as to what was going to become of him, the president replied: "I really don't know."

The new copy which appears in a large list of magazines and newspapers reaching possible typewriter users, with a special eye to the small towns and farming communities, does not do any pussyfooting on this matter of salesmen either. It tears into the selling cost feature of the typewriter business unmercifully, and this

angle of the campaign is causing the other members of the industry not a little apprehension. Such expressions as "all by ending a monstrous selling cost," "by eliminating these terrific and mounting expenses," "no salesmen to influence you" and "be your own salesman and save \$51" punctuate the copy and make "cheerful" reading to the competing concerns which are still dependent on personal salesmanship.

## SITUATION AS THE COMPANY SEES IT

But the Oliver Typewriter Company is not worrying very much what its competitors are thinking, or what its ex-salesmen are saying—and it cannot be denied that they are saying plenty. It foresees, according to its signed statement, the necessity of new economic adjustments because of war conditions, and it proposes to make these adjustments before it is too late. The situation as the copy puts it is simply this: "On each Oliver typewriter for which the user paid \$100, more than half has been spent for salaries, traveling expenses and commissions to an army of salesmen and agents. Thousands of dollars have been spent in maintaining expensive branch houses and showrooms in many cities. . . . Henceforth there will be no expensive sales force of 15,000 salesmen and agents. No high office rents in 50 cities. No idle stocks."

This two-page advertisement is prominently displayed in the windows of the Oliver Typewriter Company's New York office, two copies being pasted inside the glass, surrounded by large rings of red paint. An ingenious machine, with fingers constantly operating an Oliver typewriter, attracts much attention as its plungers rise and fall on the keys. But the cream of the dis-



play is a collection of half a dozen shell fragments from the battlefields of Europe, with a letter from a French officer explaining that the shell destroyed his Oliver typewriter. Between the original letter and the translation is an announcement that the company will use the fragments of shell in constructing the metal parts of a new machine for the French soldier.

#### THE ARGUMENT FOR AND AGAINST SALESMEN

Naturally enough, advertising men, in and out of the office-appliance field, are watching this latest Oliver experiment closely. If it succeeds, as the company is positive it will, it will, as the ad predicts, prove a disturbing factor in the present scheme of selling office appliances. But in the opinion of a former official of the company, who resigned his position when the new policy became effective, there are a good many obstacles to be overcome before the corner will be turned. He stated that the same plan had been tried by others without success; and abandoned in favor of a return to the use of salesmen. At the offices of another large type-writing concern, a representative of PRINTERS' INK was told that, in the opinion of the speaker, the competition between machines of the same price made necessary the employment of salesmen with enough technical knowledge to demonstrate the mechanical superiorities of a particular make. The Oliver Company, of course, while keeping the quality of its machine the same as before, substitutes for such demonstrations the reduction in price made possible by the change in its methods of selling, but there seems to be no disposition at present among other concerns to follow its example.

However, this need not be taken too seriously as there are always plenty of people who predict failure for anything which departs from custom—and that this latest Oliver move is radical enough to invite criticism cannot be denied. Whether it will prove to be the remedy that it is hoped it will be,

remains to be seen. But in any event it is a forerunner of a wave of preparedness which well-informed business men believe will sweep the country at the first sign of a return to former competitive conditions. In anticipating these conditions, and in taking quick action on its beliefs, the Oliver campaign sets an admirable example to other advertisers who are inclined to watchful waiting.

#### Loose-Wiles Profits for 1916

Loose-Wiles Biscuit Co. earned close to 5¼ per cent on its \$8,000,000 common stock in year ended December 31st, 1916, after allowing for payment of 7 per cent dividend on first preferred stock, and for 7 per cent dividend on second preferred, which dividend, however, was not paid. This is considered a surprisingly good showing. In the year ended December 31, 1915, the company showed a deficit of \$221,507 after payment of first preferred dividend.

Net profits from operation in the 1916 year were \$1,028,216, miscellaneous income was \$29,778, making total profits \$1,057,994. After deduction of \$54,541, for administration and general expenses and of \$99,753 interest on borrowed money, net profit available for dividends was \$903,700.

Current assets are shown at \$5,084,710 and current liabilities at \$3,575,279. Working capital is thus shown to be about \$2,250,000.

#### Orange Day Is Coming

California orange growers have selected March 10 to be "orange day" this year, and a nation-wide effort is under way to induce the consumption of oranges that day. In Los Angeles, the home city of the California Fruit Growers' Exchange, which markets 70 per cent of the total crop, all business firms were asked to add a few words about "orange day" to every letter sent out during the fortnight before March 10. Rubber stamps for this purpose are furnished to those who will use them. Motion pictures showing a crowd of 200 hungry newsboys eating oranges in a grove were taken, and released in several cinematograph news weeklies.

#### Leland With "Passengerman" —New Monthly

F. A. Leland, for six years advertising manager, and subsequently secretary of McBride, Nast & Co., which later became Robt. M. McBride & Co., publishers of *Travel*, has been elected vice-president and manager of advertising of *The Passengerman*, which is to be issued monthly.

# Dr. A. Reed Cushion Shoes to Be Advertised Nationally

Makers of Both Men's and Women's Shoes Join Forces for Big-Space Campaign in National Mediums

A NATIONAL advertising campaign by the J. P. Smith Shoe Company, of Chicago, and the John Ebberts Shoe Company, of Buffalo, on behalf of Dr. A. Reed Cushion Shoes is about to start. Although these shoes have been sold through exclusive stores and dealers all over the country for seventeen years, this is the first time that they have ever been consistently advertised in a national way. A feature of interest in the campaign is that the patent rights for the shoes are controlled by these concerns, one making the women's and the other the men's shoes. These two manufacturers decided that conditions are ripe for an intensive consumer campaign, and a series of large-sized advertisements will be used in a list of magazines to put Dr. A. Reed Cushion Shoes before the shoe buyers of the country in a way suited to their sales possibilities.

While at first glance it may seem that there is nothing so very unusual in a couple of shoe companies getting together to advertise a meritorious product which has already demonstrated its sales-winning capacity, there is, nevertheless, a rather interesting angle of interest to manufacturers in other lines of business. From the very first day that Dr. Reed's patents were taken over by these two shoe manufacturers, they have had a natural hankering for more business. Of course, the line had a good-sized following, especially in the larger cities where the two manufacturers sell jointly through exclusive stores, and in smaller places where some local advertising has been done in conjunction with general dealers.

During the early years of manufacturing under the patent rights the two manufacturers had their hands full fighting imitators and establishing trade-mark rights. This condition deterred them from

undertaking any large-scale promotional work. A few years ago these matters were set right when a court decision was handed down which required other manufacturers putting out the so-called "improved" Dr. Reed Cushion Shoes, under different patents, to mark them plainly, "Not the Original."

"Some months back," said E. B. Steere, a director who is in charge of sales and advertising of the J. P. Smith Shoe Company, maker of the men's shoes, "we came to the realization that this idea of sitting down and waiting for folks to find out about your product was all wrong. True, we have steadily increased our output, as has our contemporary making the women's shoes. Our factories take up the best part of a city block. But it dawned on us that where we had built one factory before, we could have built two had we taken the precaution of familiarizing shoe wearers the country over with the principles peculiar to Dr. A. Reed Cushion Shoes. The more we thought about this, the surer we became that we ought to do something. We decided to do it, and to do it *now*, when the people have the money to spend and are reading the periodicals for suggestions on how to spend it."

## FALLACIES TO BE CORRECTED

While the main purpose of the copy will be to create new users, it will also have other aims. "One of the difficulties that many advertisers of patented articles find themselves up against," said Ernest I. Mitchell, of the Mallory, Mitchell & Faust agency, "is that people come to know the product by the patentee's name, and are apt to lose sight of the name of the manufacturer. The danger of this is obvious when the patent expires. In our copy we intend to play up the names

of the makers, so that the good will which will accrue from the advertising will become an asset to the makers of the shoes. Then, too, there are several fallacies existing about these shoes, just as there are about all non-advertised articles, which we aim to correct—a typical example being the opinion some people seem to have that Dr. A. Reed Shoes are only for abnormal feet, or for fad-dists."

The manufacturers expect that as a result of their advertising they will not only be able to expand their market, but it will permit them to increase their volume on this line of shoes to a point where it will result in a material cost reduction. Each of the two manufacturers will conduct his selling campaign independently, but the advertising appropriation will be fooled.

### John E. Linihan Joins Alart & McGuire

John E. Linihan, well known in food trade circles for many years as vice-president and general manager of the United Cereal Mills Company of Chicago and Quincy, Ill., and at one time president of the American Specialty Manufacturers' Association, has become general sales counsellor and advertising manager of the Alart & McGuire Company of New York.

Mr. Linihan was general manager of the Battle Creek Breakfast Food Company in 1903 when it removed to Quincy and Chicago and became the Egg-O-See Company, of which Mr. Linihan remained the head. When it again changed its name to the United Cereal Mills Company, he became sales manager and vice-president, which position he retained till last November.

Although the Alart & McGuire Company makes no definite announcement of its intentions, its acquisition of the services of Mr. Linihan is presumed to indicate an intention to enlarge the scope of its specialty business. The house is well known as probably the largest packer of pickles for the grocery trade in the country, though it has not been largely known as a specialty house, save as owning the Waw Packing Company.

### Start Employees' House-organ

Berkey & Gay, Grand Rapids, Mich., have started a house-organ entitled the "Shop Mark," which is edited for the employees.

### War's Probable Economic Effect

"There is no reason to anticipate that a declaration of war by this country would have any immediate effect upon the business situation, other than that resulting from additional stimulus," says the March circular of the National City Bank of New York. "The Government has already entered the market for equipment and supplies, and is committed to great expenditures upon the army and navy, but doubtless its orders would be increased and expedited. The experience of other countries, and our own as well, shows that war makes enormous demands upon the industries, hence there would be no reason to apprehend a sudden reaction from the present activity. The danger would be from the other side, i. e., from an over-stimulus in certain directions at the expense of normal development. The industries of this country are already working to capacity, and it is difficult to see how they could do more. Under such conditions, Government orders would crowd private business to the rear, create new demands for labor and materials, and probably raise costs to a higher level. Enlistments would necessarily aggravate the scarcity of labor, and the amount of business in sight would be likely to stimulate further construction work for the enlargement of industries. These are the inevitable economic derangements caused by war, and in some degree we have already been experiencing their effects. War is not recommended by anyone who understands its economic effects as a means of increasing the wealth of a country, but if war must come it is certain that the United States is more fortunately situated to withstand it, and has greater resources with which to prosecute it than any of the countries which have sustained such marvelous exertions for now two and one-half years."

### Protection of National Biscuit Company Trade-marks

The annual report of the National Biscuit Company, mailed to stockholders within the last few days, states that "during the past year thirty-seven imitations of our trade-mark properties which appeared on the market were stopped by our notice and warnings without the necessity of resorting to the courts. The abandonments of such trade-mark infringements by more than 250 competitors, which we have accomplished either with or without litigation, now number 996."

### With Detroit Agency

George Starke, formerly director of publicity of the Maxwell Motor Corporation, has joined the Campbell-Ewald Company, Detroit.

## The Influence of American Agriculturist is World-Wide

Dept. of Agriculture,  
Ibadan, Nigeria,  
W. C. Africa,  
4th Dec., 1916.

Dear Sirs:

I will thank you if you can please send to my address as early as possible your Special Outfit Offer or your Price-list advertisement (The Canton Cutlery Company, Dept. 258, Canton, O.) on page 28 of an old American Agriculturist of January 4, 1913.

Yours truly,  
Jas. A. Salako.

THIS letter from a subscriber in Africa not only shows the long life of *American Agriculturist* but also demonstrates the confidence of our subscribers and their complete faith in our advertisers, because of our guarantee that our advertisers are thoroughly reliable.



Like many of our subscribers, Mr. Salako preserves his *American Agriculturist* for reference. We have been glad to bring this subscriber and our advertiser together—typical of the practical, efficient service *American Agriculturist* is continually rendering subscribers and advertisers.

## 125,000 Circulation Guaranteed

*American Agriculturist* is a weekly visitor in the homes of 125,000 substantial farmers in New York and nearby states, who take, read each week and fully appreciate this great agricultural journal. There is exceptional purchasing power in this circulation.

Address nearest office for sample copies and advertising rates.

### ORANGE JUDD COMPANY, Publishers

Members of the Audit Bureau of Circulations

Headquarters: 315 Fourth Ave., New York

Western Offices:

30 No. Michigan Ave.  
Chicago, Ill.

601 Oneida Bldg.  
Minneapolis, Minn.

Southern Office:

522 Forsyth Bldg.  
Atlanta, Ga.

Eastern Office:

1-57 W. Worthington St.  
Springfield, Mass

## GOOD HOUSEKEEPING—An Institution

### I.

**GOOD HOUSEKEEPING**  
MARCH, 1917 15 CENTS

A Magazine of Entertainment and Timely Articles of wide appeal

Advertisements backed by Good Housekeeping's Guarantee

Good Housekeeping Institute

Tested and Approved Recipes

Good Housekeeping Bureau and Dr. Wiley

The Enlarged Fashion Department

Home Helps, Furnishings, and Decoration

***A few of the factors that are making  
Good Housekeeping more than a magazine.***

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## More than a Magazine

PAPER and ink may make a magazine but they do not make an *institution*.

Only when a magazine becomes an acknowledged public service—an accepted counselor and friend—can it be justly regarded as an institution.

That Good Housekeeping holds this unique position of reader intimacy and confidence is not the result of sudden chance or inspiration. It is rather the cumulative effect of well-organized plans and policies rounded out through a series of years.

To its readers Good Housekeeping is a necessity—not a luxury. Women depend on the editorial pages for entertainment, information and practical suggestions for the home. Likewise they use the advertising pages as a guide to the articles they buy for comfort, pleasure or utility.

A few of the factors that have contributed to make Good Housekeeping an institution are mentioned on the opposite page. Some of the far-reaching results of these factors—what a magazine deliberately built upon these fundamentals has developed for the reader, and for the advertiser will be told in a few coming issues of Printers' Ink.

## GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK

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## The Last Sheet as Perfect as the First

The quality of printing can be no better than the makeready.

The usual methods of makeready employ paper and paste, chalk or other fragile substances. With them the cylinder of the press is built up to fit into the uneven surfaces of the printing plates. In long runs of color printing this kind of makeready will batter down and slip, and the quality of the printing deteriorates as the run continues.

The Cottrell Multicolor Process employed by us includes a patented method of makeready by which the face of the metal plate is brought to a perfect printing surface; the makeready is actually moulded into the metal of the plate, and remains throughout a run of many thousands exactly where it was put at the beginning.

The last sheet, therefore, will be as perfectly makeready as the first. On large editions the cost is no greater than for printing by the old method.

We are the only printers offering this Multicolor service to all.

**The PERIODICAL PRESS, Inc.**

*Pioneer Multicolor and Rotary Printers*

76 Lafayette Street

New York City



# Dealer Rebels Against Restrictions on Guarantee

Every Line He Handles He Guarantees and Feels That the New Manufacturers' Agreement is Unjust

By G. I. Schreiber

Owner of a Drug Store, a Haberdashery and a Photo-Development Plant at Newark, N. J.

AS among my varied interests is the ownership of a haberdasher's shop I was intensely interested in reading the article in **PRINTERS' INK** for February 15 regarding the guarantee (?) to be given by the glove manufacturers of the country and the importers of gloves. I believe that you are always ready to air through your publication both sides of a question, so I determined to explain the retailer's viewpoint in the matter of men's gloves.

One of the stores in this building, of which I hold the lease, was started as a men's shop some years ago. One man after another made a failure of it, so I finally decided to run the place myself, and assumed ownership in November, 1915. I knew absolutely nothing about the business, but as this was not the first thing I took hold of in total ignorance, I felt confident that my general knowledge of business would stand me in good stead. In fact, I have found that sometimes not knowing anything about a business is one of the best things in the world, as it enables one to view matters from an entirely fresh viewpoint. Most business lines get into what I call a trade-rut, and it takes an outsider to see the defects that the regular men seem to take for granted. Every business man is apt to say that his business is different. My experience has proven to me that business principles are alike in every line, and a man capable of making a success in one line can easily make a success in any other.

I often laugh when I think of the very first time I ordered neckwear. The sweat actually came out all over my body when I realized that I had to choose from pieces of goods what kind of ties

I should carry in stock. I finally took the salesman into my confidence and let him select the ties, which he did, and did so poorly that he never got another order. I merely cite this instance to show how little I knew of the business. It did not take me very long to discover that the average haberdasher's shop is way behind the times. Most of the owners endeavor to buy as low as possible and sell for as much as possible. I also found that the word guarantee was the most-abused term in the business. You could buy guaranteed articles in every shop, but when anything happened you could never make them live up to the guarantee, and the reason was very simple. It was due simply to the fact that buying at low prices a good manufacturer had no chance, and whatever guarantee the dealer gave was on his own initiative.

## THE GUARANTEED GOODS THAT ARE SOLD

I determined that I would sell nothing but goods that were guaranteed. Men I knew in the men's furnishing line told me that I could never make a success. In the first place, the people would take advantage of me; and in the second place, no manufacturer would stand behind me. I couldn't believe this. I felt that there must be one particular manufacturer in every line who had enough confidence in his goods to stand back of them, and I soon discovered that I was correct. It will, no doubt, be interesting to know which concerns I picked out.

I sell Columbia Shirts, Interwoven Socks, Del Park Neckwear, Arrow Collars, Carter's Union Suits, Otis Underwear, Chalmers Underwear and, of

course, B. V. D. Underwear. Hats I buy from a jobber at present, but he stands back of the goods and makes good without any trouble, and the hats are very good. I sell Sealpackerchief Handkerchiefs exclusively, and Adler's Gloves.

I can sell a man a pair of socks, a shirt, a hat, underwear, neckwear, handkerchiefs, etc., and then I can show him the big sign we have in the back of the store which reads, "WE GUARANTEE EVERYTHING WE SELL. WE MAKE GOOD WITHOUT AN ARGUMENT," and tell him that if he doesn't get the right amount of service out of what we sell him, not to hesitate to let us know for we will be only too glad to make good, as we want him to get his money's worth out of anything he buys in our store. When I do this I know that the manufacturer will stand back of his goods if anything should go wrong. A strict adherence to this policy on our part resulted in some nice words for us by that staunch exponent of honesty in business, Samuel Hopkins Adams, in his Ad-visor column in the *New York Tribune* last July, and to top off the nice words he sent me a check for \$50 for sending him the best letter of the month on this subject.

This has all been preliminary to the main subject, gloves. Until very recently gloves were the *bête noir* of my experience in selling men's furnishings. When I read that the glove manufacturers had decided to remove their guarantee on gloves, it would be very hard for me to describe my feelings. How can they remove something that they never gave? I wrote to the *Tribune* some time ago regarding the guarantee which Adler gives, and Mr. Pierce, of the Investigation Bureau, wrote back to say that they have been unable to influence the glove manufacturers to do anything in the matter. Here is the alleged guarantee:

"Any gloves bearing our name are warranted not to tear in trying on. Gloves that show defects in material or workmanship when

first tried on will be credited or exchanged. We cannot accept for exchange the return of worn or soiled gloves, but will be pleased to repair same free of charge."

If anyone can call this a guarantee, then I don't know the meaning of the word; yet they are even going to remove this. They say that whatever gloves they do take back they will go fifty-fifty. Where on earth is the justice in this proceeding? Why should the dealer be made to pay for something that is strictly up to the manufacturer? They say that the dealer doesn't know how to sell gloves, but I firmly believe that the trouble is that the manufacturer doesn't know.

#### HOW GLOVE SITUATION IS MET

So far as I am personally concerned, what the glove manufacturers do outside of the fifty-fifty proposition will not concern me as I have solved the glove question very simply. I have advanced the price 10 cents more on each pair of gloves as insurance, and explain the whole matter to my customers. I tell them frankly what we are up against, and tell them that by paying this extra 10 cents they know if anything goes wrong they will get a new pair of gloves. Everyone has paid the excess cheerfully, so the glove question has been settled for me and my customers.

Why can a manufacturer of a 25-cent pair of socks make them so good that he can guarantee them to give good service, while formerly this could not be done? Simply improvements in manufacture. I think a few personal experiences in selling gloves will show very clearly that the trouble is entirely with the manufacturer. In our place we never let a man go out without fitting the gloves carefully to his hands. We stretch them and see that the fingers are long enough, and we would rather lose a sale than give a man a pair of gloves that do not fit perfectly. I have found more than once that gloves leave the factory with open seams and other defects, which, of course, are strictly up to the factory.

Formerly they were kind enough when we sent back these defects to give us credit in full for them as they clearly showed that no one even tried them on. Now, if I understand the new methods, we will get only 50 per cent credit when these defects show up. If any glove manufacturer in this country thinks that I will stand for anything like this he has some thoughts coming to him. I intend to absolutely refuse to pay for any mistakes the manufacturer makes, and will even invite a suit at court to test the matter out.

We have had *numerous* instances where a man came in for a pair of gloves and after trying them on we found them apparently right in every particular, to have him come back the same day or the next day and show us where the glove had split. According to the former guarantee the customer had to stand the loss, because the gloves were only warranted to be perfect while trying on. Can you imagine buying a tire with a warranty of this kind. "We guarantee our tires to be perfect and will not be responsible for any tires that show defects after leaving our showrooms." Will the glove manufacturers or anyone else in the world explain to me how a soul can find out if anything is defective until it is used? When a man pays us two or three dollars for a pair of gloves and gets one day's wear out of them, can you imagine the retailer standing up behind his counter and explaining that the gloves were perfect when he bought them and that is all there is about it? It might teach a glove manufacturer something to hire himself out for a week and see what he gets up against.

It is all well and good to stay in the factory and rave about the retailers, but the consumer is the one who kicks and not the retailer, and the consumer is perfectly justified. I think if any glove manufacturer in the country went into a store for anything, no matter what it was, and spent two or three dollars for an article and the next day found it wasn't

worth 10 cents and then went back to get either his money back or something similar in exchange, and have the dealer tell him it was perfect when he bought it and his responsibility ends then and there, he would do some pretty tall yelling, and forget that he was a glove manufacturer and only feel that he was swindled out of some good money—and that is exactly what I say they do when they expect a retailer to take a man's money and not give him his money's worth.

#### EFFECT OF GUARANTEE ON MANUFACTURER

Personally, I think a guarantee is the best goad in the world to compel a manufacturer to improve his business. The manufacturer who feels that his responsibility ends when the goods are delivered is allowing himself to fall into a dangerous rut. I firmly believe that nothing is so good that it cannot be made better, and for a whole industry to come out with an assertion that they are helpless to make improvements is mighty bad to my way of thinking, for that is exactly what this announcement means. It says simply that "we will make no determined effort to improve our products" and if this isn't a step backward, then what is it?

Some time ago I sent *PRINTERS' INK* a letter regarding my drug business which attracted a great deal of attention, especially among the manufacturers catering to the druggists. I received many letters from manufacturers who told me that they were interested in my viewpoint and explained that what I demanded from the manufacturer could not be granted. They all intimated that if I was a manufacturer I would soon change my views. Undoubtedly any glove manufacturer who reads the above will shrug his shoulders and say to himself, "What does a retailer know about the problems of a manufacturer?" Just because I approach everything from the viewpoint of a retailer is exactly why my ideas should produce an impression. The trouble with the majority of

the manufacturers in any line is that they run their business from the standpoint of themselves exclusively, instead of from the standpoint of their customers. Some manufacturers think they understand the views of the retailer but very, very few of them do. Most of them don't even try, and a few really do run their business from the dealer's standpoint entirely, and these concerns are the ones which have no dealer problems to solve.

If I were not in the manufacturing business myself, I might not be so positive in my statements, because all my life I have always tried to see both sides of every question, and friends tell me that I have succeeded pretty well. It will, therefore, no doubt be interesting to any manufacturer who reads this to hear that five years ago this coming April I started a business which caters to retail dealers exclusively, and to-day we are the largest in the line in the United States, and my hardest problem has been to keep enlarging our factory fast enough to take care of the increased business. There is one thing I dislike to do more than anything else in the world and that is talk about what I have accomplished, but the dearest thing to my heart is the retailers' interests, and if I can in any way wake up the manufacturer to the gold mine he is missing even if I have to talk about myself in doing so, I will not mind it so much. I realize that what I am going to say now sounds so incredible that no one could be blamed for disbelieving it, yet a little thought should show that there must be some basis of fact for it or I would not say it, inasmuch as a little investigation will readily show up whether I am telling the truth or not.

When I say we are the largest in the country I am aware that compared to some of the national concerns our business is very small, but in the next five years we should be big enough to attract more attention than at present. This does not detract from the fact that after the first year

we have had no men on the road soliciting business, neither have we used the mail for this purpose. Yet the business has grown, and these are the remarkable points about it that are so incredible: Before I even knew where my plant was to be located I went out among the dealers whose business I was looking for. Before calling on them I got up a series of form letters to acquaint them with my aims and purposes, which I sent out to 60 retail dealers. I followed this up by a personal visit and got the signatures of 56 out of the 60 dealers to give me their business as soon as I got my plant started. Every one of those 56 dealers is still my customer, and these 56 dealers have spread the news at their meetings until now we have hundreds of customers that have come to us voluntarily and each one of these customers will undoubtedly bring us other customers.

Day after day we get letters from new dealers who tell us that So-and-so recommended us. What is the reason for this success? Simply that being a retailer myself, I have made my proposition from the retailers' interests, and this has proved to be to my interest at the manufacturing end. Knowing their problems and their troubles and their aims and their hopes, I could talk to them in language they understood. I did not give them talk that went over their heads. I gave them something that touched the right spot, and the result is the biggest business of its kind in the United States and the limit has by no means been even touched. So what do I know about the manufacturer's problems? Not a solitary thing, and glad I am that I don't. I do not care to know anything about the manufacturer's problems—all I desire is to know the retailer's, and that is all any manufacturer should know.

Now, why is it that the dealers are so strong for my proposition and go out of their way to recommend us? We use some unusual policies to cement the dealers' business. In the New York

# Selling in Canada

## The Dry Goods Trade

**C**ANADA'S trouble at the present time is the obtaining of merchandise. Demand exceeds supply in the case of many textile commodities. Dry goods and kindred lines of all sorts are needed. This situation is due to unwonted prosperity widely diffused and to the fact that production has been reduced owing to labor shortage. So if you want a new market, promptly responsive, and one easily cultivated, seek it in Canada, through the

## DRY GOODS REVIEW

(monthly) This publication is outstanding among Canadian retailers of dry goods and allied lines. It has national circulation. Send for rates, etc.

## The Grocery Trade

**F**EW advertised food specialties produced and sold on this continent but what are on sale in Canada. The wealth of the Canadian people and the general trend of demand for advertised products have established a good market in Canada for practically every kind of foods and specialties. So if you seek an enlarged market in a growing country, court the co-operation of the retail grocery trade through the

## CANADIAN GROCER

(weekly) This publication is nationally circulated and is A B C audited. Reaches the majority of the first-class grocers in the Dominion. Subscription price is \$3.00 yearly. Send for specimen copy and rates.

## The Hardware Trade

**G**ENERAL demand in Canada for the lines sold by hardware stores is exceedingly good. The leading jobbers all showed big increases in January. Tools and machines of all sorts are greatly required, because of Canada's superlative effort to produce. The business of war and the requirements of Canada's own people are imposing on factories and hardware stores tremendous demand. If you distribute your goods through hardware stores, make them known, and solicit business through

## HARDWARE & METAL

(weekly) This publication has practically exhausted its circulation possibilities. Its price, \$3.00 per year, indicates its value. Rates, circulation statement, etc., on application.

## The Men's Wear Trade

If your merchandise is sold by men's wear stores, and you want Canadian trade, you can reach the best retailers all over Canada by using

## MEN'S WEAR REVIEW

(monthly) This publication is highly regarded by the entire trade all over Canada. It is produced in a superior way (paper, art work, etc.). Send for rates and specimen copy.

## The Bookselling & Stationery Trade

**C**ANADA has but one class publication serving booksellers, stationers and dealers in toys and fancy goods; namely,

## BOOKSELLER & STATIONER

(monthly) This publication is the good servant of those for whom it is designed, and has been so for more than 30 years. It has influence all over Canada. Send for specimen copy, rates, etc.

These five retailers' publications (and nine others) are published by

**The MacLean Publishing Co., Ltd., 143-153 University Ave., Toronto**  
Also at Montreal, Winnipeg, New York, Chicago, Boston, and London, England.

*Tribune* in the Ad-visor column of February 13 will be found a letter I sent to Mr. Adams regarding these policies. A certain manufacturer in this city came in to see me a few days ago and asked me whether I expected anyone to believe that I did what I claimed. I told him that it made no difference to me whether he or anyone else believed me or not, the fact remained that I did everything I said I did and a good deal more, and showed him some of my records which must have him thinking yet. I showed him one case where we made a mistake that caused one of our dealers to lose a sale of \$25. When we heard of this we sent this man credit not only for the goods he returned, but the lost profit as well. What do you think this particular dealer thinks of my concern? Can you imagine the ordinary competitor taking his business away? Not much. This man's business is worth more than \$2,000 a year to us, but we would have done the same if it amounted to \$200 a year, as a fixed policy is to assume all responsibility for any losses that occur due to our mistakes, which is only fair.

In this business I am talking about we guarantee not only what we make, and as some of your readers will be wondering what we make, I will explain that we develop and finish pictures for amateur photographers, but we guarantee delivery as well, and our contract calls for a deduction of 25 per cent off the bill of any goods that are not delivered according to schedule.

Last year it cost us one-half of one per cent of our receipts to make good for pictures that were returned as unsatisfactory, which surely is not very much. Pictures that are returned are of no value and must be thrown away, as they cannot be salvaged as other merchandise can. When I first decided to do this even our own customers advised against it as they were afraid that too many people would take advantage of us. But I have always believed that by far the great majority of people are honest, and I have

yet to feel differently. Perhaps, because I have this faith, is the principal reason why others treat me honestly.

Now, I have something to say that will make, not only glove manufacturers, but all other kind of manufacturers, sit up and take notice. I have just told that we had to make good for only one-half of one per cent of our receipts for complaints last year. Under the circumstances any manufacturer would, no doubt, feel if he could keep everybody satisfied with such a slight outlay that he could sit back and have nothing to worry about. I said, however, that a good guarantee honestly lived up to acts as a goad to further improvements, and something is soon to happen that demonstrates this so forcibly that no arguments or quibbles of any kind can get around it. Although the number of complaints we get is small, I know that many complaints are made to our customers that they *hide* from us, *because we treat them so well*. One in particular has been the cause of experiments on my part for the last three years, which is scratched films during development. Any camera dealer will tell you that this is a *condition of the business*, and cannot be overcome. As I said before, there is always some way to be found if one will look for it. Despite the few complaints regarding scratched films, this was a condition that never suited me about this business and I worked hard to overcome it. Now for the startling result of my experiments.

I finally found the solution and pretty soon we will be able to absolutely guarantee no scratched films in our work, and the apparatus I evolved for accomplishing this will reduce the expense of doing our work so much that very shortly I will be able to announce *a reduction in price*. Can you imagine the sensation this will create among my customers? Coming at this time when everything else is going up will bring us so much new business that really I almost dread to make the announcement.

# *Beauty and Utility in Nugent's Bulletin*

*for the Garment Retailer*



The Bulletin's new dress and size make the editorial pages more attractive, the advertising pages more useful to the advertiser and the whole magazine more convenient to the subscriber.

More and finer illustrations beautify the editorial pages; the three-column measure affords a greater number and a larger variety of advertising positions; while the new size (11" x 8½") is more convenient to hold and to read, and yet does not reduce the text size, which remains, as formerly 10" x 7" for both advertising and editorial pages.

This latest improvement makes for greater beauty and utility.

Philadelphia    Boston  
Chicago        London  
Cleveland     Paris

1182 Broadway  
New York

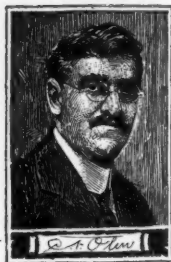
***"Nugent's Bulletin Means Women's Garments"***

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(C. F. Olin is advertising manager of The New Departure Manufacturing Company, Bristol, Conn. Phone—Bristol 500).



## ASK OLIN—

Olin wanted a prospectus of "The New Departure Plant and Product." Olin wanted it in seven days. There was a "swad" of special art work in it; there were photos to be taken and retouched, and lay-outs to be made. In fact the book had to be designed from cover to cover. There was a big double page, four color drawing and process plates to be made.

The book had to be printed, bound and delivered to Olin in those seven days. It looked impossible.

It looked impossible, also, to several concerns.

Olin put the proposition up to the Manternach Organization.

The Manternach Organization said "We can do it."

They did.

It's not telling what you can do—it's doing it that counts.

Let us show you a copy of the book. Then ask Olin.



Constructive Advertising Service

### THE MANTERNACH COMPANY

M. C. Manternach, President,

HARTFORD

CONN.

## Another Champion of the Split Infinitive

WOODWARDS, INCORPORATED

Chicago, Ill., March 3, 1917.

Editor of PRINTERS' INK:

"Wouldn't it," asks Sam Kiser with a you-bet-it-would air in PRINTERS' INK for February 22, "be something worth boasting about if the split infinitive could be banished forever from advertising copy?"

It wouldn't.

And it wouldn't because there's not a reason for sending the cleft infinitive into exile from advertising or any other kind of copy.

Today there is an almost entire unanimity of authoritative opinion that points to the split infinitive, not as a linguistic frailty, but as a quite admirable propriety when used by clear thinkers. From the days, in the eighties, of Fitzedward Hall—"that terror of those indulging in loose and unfounded assertions about usage"—through the recent work of Lounsbury, of Yale, and Professor Krapp, there is found constant iteration of the fact that (I quote Krapp in his *Modern English*), "By the test of actual use and by the test of the feeling for *Modern English* idiom, the 'split infinitive' is not only a natural, but often an admirable, form of expression."

Surely, no copywriter need fear for the grammatical correctness of his work, when he has divorced the *to* from the verb, if he knows that in the historical development of our language this usage is recognized generally as legitimate, and is no corruption.

Some one has succinctly said that the argument against the split infinitive is not fallacious, but false. Can there be any question of this statement's truth in view of these examples, which are only a few from the number Hall has collected? His work gives exact references, which I, for convenience, here omit:

"To fully convince myself"—Samuel Pepys.

"To just waft them over"—Defoe.

"To far exceed"—Edmund Burke.

"To even bear with"—Madame D'Arblay.

"Milton was too busy to much miss his wife"—Dr. Johnson.

"To clean wipe me out"—Charles Lamb.

"To not infrequently make excursions"—William Wordsworth.

"In order to fully appreciate the character"—Macaulay.

"To often furnish"—De Quincey.

"To justly estimate"—Herbert Spencer.

"To actually mention"—Matthew Arnold.

"To clearly understand"—John Ruskin.

Suavities aside, this list alone is absolutely destructive of the grammatical rule Kiser tried to set up. How can Kiser assert in the face of this formidable roll of stylists that the split infinitive is "mangling of the President's English"? On what authority does he proclaim it diathetic and "inexcusable when

done by people who claim that writing is their business"?

It is interesting to note that Macaulay, always a careful writer and chooser of words and constructions, first wrote for the *Edinburgh Review*, "In order *fully* to appreciate." But in his later careful revision of the essay for book publication, he changed the phrase to read, "In order to *fully* appreciate."

This dissertation leads to but a single express "do" for copywriters: Always use the split infinitive where it seems to you to say your thought more definitely, more forcefully, or more exactly.

MARTIN HORRELL.

## To Standardize Outdoor Display

Two rulings of importance to national advertisers went into effect at the eighth annual convention of the Outdoor Advertisers' Association held at Jacksonville, Fla., February 27 to March 3. The first was a total revision of present methods of construction, and provided that all bulletins now classed as regular bulletins must be equipped with pillars or decorated pilasters. Four styles of pillar designs have been accepted and may be used by any of the outdoor advertising plants connected with the association. While the plant owner has the option of specifying which one of these four styles are to be used, he must, according to the regulations, standardize his construction, using one style of pillar throughout the entire plant. The second important feature provides that every member of the association must—if not already equipped with every facility for making trade investigations, merchandising campaigns, etc.—provide himself with the necessary equipment and force to render a comprehensive advertising service to his clients.

The standardization of plant construction will enable a national advertiser to know exactly how his bulletins will appear, regardless of where they are located. In addition to the ruling and construction, a ruling was also passed to the effect that a standardized mat or border must appear on every bulletin. This border is to be from ten to twelve inches high top and bottom and from ten to twenty-four inches at the ends. The color of these mats can be old gold, old ivory, gray or white, the same ruling that applies to construction, applies to borders. A plant owner has an option of selecting his color, but the color scheme must be standardized throughout the entire plant.

The convention was abruptly adjourned March 2nd out of respect to the late Barney Link, notice of whose death appears elsewhere in this issue of PRINTERS' INK.

## Trowbridge Leaves Dodge Mfg. Company

Charles R. Trowbridge has resigned as advertising manager of the Dodge Manufacturing Company, Mishawaka, Ind. He will devote his attention to personal interests.

## Making a Public Trend the Advertising's Point of Contact

(Continued from page 8)

The physician's words formed the first advertising effort of the new company. They were embodied in a folder to the trade. The revolution in attitude caused by this publicity was immediate. The trade began to catch the drift of the idea. It was no longer "Kops, the cloud-chaser."

Nevertheless, the partners—they were now three brothers—felt that while the trade had finally been convinced, it was yet necessary to educate the woman—the prospect—on the idea. At first they could not afford to advertise. But the marked results of their first experience with printers' ink pointed clearly the way to them. The story must be spread before the public, if the idea was to catch quickly. The trade might be interested, but it takes a little more than this to follow through.

Nevertheless, it was more than a year later that the second episode related at the start of this story took place. Henry E. Bowen, then as now a solicitor on the New York *Herald*, was the first to take up the matter of advertising Nemo Corsets with the manufacturers. He called in answer to a postcard request, as already remarked. Mr. Bowen tells of the first interview on advertising with Mr. Kops as follows:

"All of the large corset firms at that time used only the magazines and a few weeklies, among the principal firms of the time being Langdon and Batchellor, Royal Worcester, R & G, and Warner Brothers. I had an intimate acquaintance with these firms, from a previous magazine connection, and was much chagrined at not being able to get their business. No corset firm at that time had ever used the newspapers nationally. One day I was given a postal card asking that an advertising representative call at an address on Third street, near Broadway. I walked up three flights

of stairs to their offices and discovered that the business was that of Mr. Kops.

"I spent two hours that day with Mr. Kops, to prove to him that he would have a great opportunity if he placed his advertising in the newspaper field, in which he would have no competition. I suggested that he only use the Sunday papers and, at first, confine his advertising to three cities: in Boston, the *Herald* one Sunday, the *Globe* a second Sunday, and so on. In New York, the *Herald* one Sunday, and the *World* the following Sunday, thus alternating. The same plans to be followed in two Philadelphia papers.

### THE FIRST ADVERTISING ORDER PLACED

"I said: 'Lay your groundwork in these three cities and enlarge as you see your way clear throughout the country.' Mr. Kops gave me an order for 100 lines, the first advertisement ever placed for Nemo Corsets anywhere. It cost \$38. An advertising man will be interested to read this advertisement and see the new ideas in the corset business that Mr. Kops advanced in that first ad, which the company still continues to use in its copy to-day in all of the leading papers throughout the country. I have since made weekly calls on the company. I have had a number of page advertisements from this concern, costing a thousand dollars each issue, and almost every Sunday in the year advertisements costing from \$100 to \$200 each issue. I have handled many accounts on the *Herald*, but I regard this as my greatest effort, because, not only has it brought money to my paper, but money to the newspapers, and caused other corset manufacturers to follow Mr. Kops' lead into the newspapers."

We have in the Kops business another significant example of a concern that has stuck from the start to its first and main idea in its advertising methods. It has featured steadily the health and nature-aid points of its various garments—and it continues to show at times the original "Self-Reducing" Nemo. though of

## The Evening Mail Sets the February Pace

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**A**NOTHER month has passed with The Evening Mail showing the way in advertising gains. The February record for New York evening papers published six days a week again stamps The Evening Mail as the pace-maker.

### *The Score*

**EVENING MAIL** gained 194 columns  
Second paper gained - 149 columns  
Third paper gained - 124 columns  
Fourth paper gained - 101 columns

Results to advertisers are making possible this record-breaking pace of The Evening Mail.

That's just another way of proving that The Evening Mail has intensified reader interest. Present advertisers are cashing in on that reader interest. The new advertiser has the same opportunity.

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**THE EVENING MAIL - NEW YORK**

# Isn't It Remarkable? Yet It's True Absolutely

that every one of the four biggest department stores in Des Moines—every one of the four biggest men's clothing stores in Des Moines,—every one of the four biggest furniture stores in Des Moines,—and three of the four biggest suit and cloak houses in Des Moines,—used more advertising in The Des Moines Capital with its six issues a week during 1916 than they used in its chief competitors publishing thirteen issues morning, evening and Sunday.

## How the Sixteen Biggest Advertisers Used the Des Moines Newspapers During the Year 1916

### FOUR LARGEST DEPARTMENT STORES

CAPITAL .....	89,786 inches,
Second Newspaper.....	54,578 inches,
Third Newspaper.....	35,922 inches,
Fourth Newspaper.....	33,916 inches.

### FOUR LARGEST FURNITURE STORES

CAPITAL .....	30,262 inches,
Second Newspaper.....	25,950 inches,
Third Newspaper.....	11,222 inches,
Fourth Newspaper.....	6,080 inches.

### FOUR LARGEST SUIT AND CLOAK STORES

CAPITAL .....	21,030 inches,
Second Newspaper.....	12,377 inches,
Third Newspaper.....	6,783 inches,
Fourth Newspaper.....	5,287 inches.

### GRAND TOTAL

CAPITAL .....	154,016 inches, (no Sunday)
Second Newspaper.....	100,642 inches, (with Sunday)
Third Newspaper.....	58,981 inches, (no Sunday)
Fourth Newspaper.....	46,360 inches, (with Sunday)

The figures presented above show the Capital's wonderful pre-eminence among Des Moines merchants,—a record which The Capital has maintained for many years. And it affords evidence of the most final character as to the relative producing power of Des Moines newspapers.

# The Des Moines Capital

*Honest News—Honest Views—Honest Advertising*

LAFAYETTE YOUNG, *Publisher.*

NEW YORK REPRESENTATIVES  
O'Mara & Ormsbee, Brunswick Bldg.

CHICAGO REPRESENTATIVES  
O'Mara & Ormsbee, Tribune Bldg.

course with such additional devices as have been developed. It still uses mainly the Sunday editions in cities throughout the country, although in some cases evening papers, and occasionally morning week-day papers, are utilized. There have been cases where so-called "ideal setting" copy has been employed: i.e., pictures of scenes in which corsetted women appear in home surroundings, as in the case of a full-page advertisement in colors, in 1909. The rank and file of the copy, however, has played up line and sectional illustrations—displaying the various devices, the "before-and-after" thought, and the trademark names with prices—always plugging on the hygienic theme in the text.

The original plan of advertising development was followed out, and as the idea gained recognition, the advertising and sales spread to other cities. This method of national advertising has the following bearing on the company's sales policies. The greater part of the output is on models ranging in price from \$3.50 to \$5. Prices on individual garments run considerably higher. It has been thought necessary, therefore, to concentrate publicity efforts in retail centers large enough to support newspapers, where the demand could be stimulated enough to warrant advertising.

The first great obstacle, as pointed out, was incredulity on the part of the trade. More recently a second and equally serious problem arose. As the devices and inventions accumulated, the individual garments became more complicated. While the company was advertising these features to women, and offering relief for this or that, it was not at all certain that a woman would get the right garment for her particular needs. Granting that she bought a Nemo, if she were carelessly or wrongly fitted according to her special requirements, it is easily grasped that as a repeater she might readily be eliminated. In other words, the company found that the unintentional ignorance of the girls behind the counter presented

## What We Do

*"I didn't know that you people were so well equipped to handle a complete campaign of printed advertising matter."*

These were the words of a well-known advertising man after he had looked into our methods and been shown through our establishment.

We have a complete organization capable of doing all or any part of the production of printed advertising from originating the method of treatment to shipping or mailing the completed work.

*Get our story  
in booklet form.*

**ARROW PRESS**  
INC.

*"Salesmanship in Print"*

320 West 39th Street  
NEW YORK

Tel. Greeley 329, 330, 331

*Direct-by-Mail Literature  
Advertisement Composition  
Catalogs Booklets  
House Organs*



# Ask any man who knows **BRITAIN**

**for the name of the  
weekly journal which**

exercises the greatest influence over  
Britishers of all ranks—

has a circulation exceeding by over a  
million that of any other weekly  
journal—

turns away over \$150,000 worth of  
ads. yearly on account of its  
stringent guarantee—

has trebled its advertising revenue  
since War broke out.

**His instant reply  
will be**

# **JOHN BULL**

**Advt. Rate \$750 per page,  
and pro rata.**

*Philip Emanuel,*  
Advertisement Manager,  
**ODHAMS LIMITED,**  
85-94, Long Acre,  
London, W.C.

a real problem in competition.

"This became such a problem with us," said Mr. Kops, "that we came to the conclusion that we would either have to open a chain of stores where customers could be assured of being properly fitted according to their needs, or else to enlist the help of others in helping to solve our problem. We felt that we had progressed with our idea, and that it represented too vital a factor in our business, to drop it where we were and start in on a new tack. For that reason we started our Nemo Hygienic-Fashion Institute."

This, briefly, is a school for educating the retailers' saleswomen and girls in the principles of anatomy and selling, with a particular eye to train them as specialists in prescribing for customers the particular corsets for their need. The work is divided into two parts. One is a regular course of lectures by physicians, physical culture experts, etc., on the elements of anatomy and hygiene, diet, etc. These lecture courses are held either in the company's institute rooms in New York City, or in different parts of the country, at certain regular intervals during the year.

One of the most important developments of this feature, however, is the correspondence course. This now has 9,000 members, and in four years since its start 2,000 diplomas have been awarded. The course is stiff, and about 50 per cent of the pupils fail on the examinations, although this does not debar them from trying again.

This course consists of twenty copyrighted lessons in what is called "Nemo Hygienic Corsetry." Each lesson is divided up into sections—usually two or three, consisting of talks on anatomy and physiology; directions for handling corsets and customers, lacing, measuring, etc., and then a selling talk on the various talking points and features of the goods. The anatomy lesson is very simple, emphasis being placed on common diseases of the various organs and the application of hygienic-corsetry to relieve or prevent them.



## PRINTING SERVICE FOR ADVERTISERS

*It is to the advantage of every user of printing, large or small, to find and stick to a printer who renders a satisfactory service.*

*Poole Bros. have customers on their books whom they have served for 35 years.*



POOLE BROS. CHICAGO

# THE WORLD

## IS HITTING ITS STRIDE

---

**I**N February The New York World further widened the gap in advertising volume between it and the other New York newspapers. Last month The World gained a total of 170,362 lines, the largest gain shown by any New York newspaper.

Since January 1, The World has carried a total of 2,221,237 lines of advertising. This represents a gain of 364,287 lines over the same period last year, and the greatest gain shown by any New York paper for the same time.

### *The February Record*

	Lines
THE WORLD gained	170,362
The Times gained	- - 93,993
The Herald gained	- - 49,608
The American gained	- 25,766

This record again demonstrates that a **DEPENDABLE** newspaper offers the greatest value to advertisers.

## THE NEW YORK WORLD

*First in the First City*

The separate lessons are perforated for filing in a folder, and each is accompanied by a blue examination sheet, also perforated for filing. This examination paper consists of a number of questions based on the lessons with which it goes out, with blank spaces for the student to fill in with her answers. In one of the lessons, for example, there will be some thirty questions such as these: "Where is the blood purified?" "Where is the waist-line proper?" "Where do you pull to control the top lacing of a double-crossed lace?" "Why do many store saleswomen contend that double-crossed lacing is not well received?" "Why do they stick to their old lacing?" "Give three uses of a curved steel?" "What twelve ailments of women require a curved steel?" "In selecting a model for a sick woman, do you select a corset for style first, or to care for her ailments?"

In answering these questions, of course, the student can refer to the original, but in writing out her answers it is arranged that she shall have covered practically every main point of the lesson in her own writing. Having read it and then copied down the points as formulated in her own mind, the girl is bound to gain a very clear idea of what is being aimed at. There are two examination papers—the semi-final, covering the first ten lessons, being directed to have the pupil review these lessons, thus grouping together the points and impressions of the whole. The final examination covers points selected from the twenty lessons, and, again, requires a careful review of the course.

The answers to each lesson are mailed to the institute for marking and grading, and, as remarked, this is so strict that about 50 per cent of the students fail for a diploma on their first trial. That this diploma is regarded as something of an attainment, representing conscientious work in the effort to improve her sales ability, the following incident will testify. A buyer for a store once asked one of the company's salesmen if

he could get her one of the diplomas. Two of her girls, she said, were taking the course, but she wanted to get the diploma without going to that trouble. She was a good customer and the salesman put in a bid for her. It was ruled, however, that letting down the bars in this way would soon weaken the position that such a diploma would come to hold. It must represent the actual work on the course it was designed for, or it would soon lose its purpose.

#### WORK OF LECTURERS

The work is supplemented by field educational work, consisting of more complicated lectures by instructors. In addition to the work among the girls, held in some local theatre or hall, or in one of the stores, there are public lectures to women on hygiene, and the field workers also visit physicians, nurses, hospitals, etc., getting opinions and suggestions about the work from their viewpoint. Saleswomen are also furnished with a compact sales manual for refreshing their knowledge of selling points, hygiene, and sales methods.

This work, the company feels, is going far toward leveling the second great obstacle it has had to face in its career. By getting the salesgirl interested in improving her selling ability as a corsetiere and by simplifying an understanding of the many devices embodied in its corsets, the company believes that the efficiency thus gained is removing the danger of ignorant handling.

There are other features to the Nemo business. We have touched on the main milestones in its development. It affords an illuminating instance of a business founded on a single idea, and developed by strict adherence to one leading "talking point." The present output of 500 dozen a day is a sufficient commentary on the merit of the policy described.

Ralph B. Neave, formerly Eastern advertising manager of *Photoplay Magazine*, and John A. Leighton, of the same publication, have joined the staff of *The Literary Digest*.

# A Big Industry Where 80% of the Producers Are Contributing to an Advertising Fund

How British Gas-Producing Companies Push the Use of Their Products by Modern Advertising Methods

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

[EDITORIAL NOTE:—Among the readers of PRINTERS' INK are many manufacturers who are serving upon the board of directors of public-utility institutions. They will be interested in the British viewpoint and practice as regards the advertising of such enterprises. In the next few years there is sure to be a marked increase of public-utility advertising. PRINTERS' INK publishes this article, as it will publish others, in pursuance of its policy of describing suggestive advertising practice, here or in other countries.]

**G**AS, on the face of it, does not look an easy thing to advertise. People might be supposed either to use gas or not use it, according to whether the gas was there or not. And they might have been supposed to burn about as much as they wanted and no more.

There was a man in London who thought otherwise. He was an executive officer of the Gas Light and Coke Company, which is, with one possible exception, the most largely capitalized gas concern in the world, and his name is F. W. Goodenough, controller of gas sales, well known to many American gas men. He contributed a paper on "Selling Gas" to the great International Gas Congress at San Francisco a year ago.

Mr. Goodenough knew that he was up against a difficult proposition when he was appointed to boost the company's sales of gas. His company operates

over an area representing about 125 square miles of London and suburbs, but to this area its ground is limited by act of Parliament.

The limitation is what set him thinking. Since his company could not hope to sell more gas by going outside its territory, there was nothing for him to do except try to sell more gas in the old ground. If Mr. Goodenough wanted to sell more gas he must make more people in his district burn it and increase the consumption per house. He did not regard the lighting demand for gas as by any means a hopeless proposition, in spite of keen



## GOOD LIGHT

*in Factories.*

**G** The preliminary report issued by the Home Office clearly indicates that their careful investigations into the lighting of factories and workshops are likely to result in the enactment of statutory regulations that will have to be fulfilled by every employer.

**FINE WORK.** Certain industrial processes require exceptionally good light on account of the fineness of the work undertaken and the exactness which has to be observed in carrying it out.

The light from inverted incandescent gas mantles is utilized with marked success in such cases, not only because gas yields high illuminating power at a low cost, but because it gives a soft, diffused light of good composition.

Where a sufficient number of inverted incandescent gas lamps are properly distributed in a workroom, it is possible to use the finest work is, very, just of the room with the greatest ease and comfort, and workers are able to work at all times practically up to daylight standards of speed, accuracy and quality.

Flickering light should be carefully avoided: an incandescent gas mantle, under a proper system of maintenance, gives a steady, reliable light that approximates closely to the quality of daylight.

Adequate light increases the quantity and improves the quality of the output, and it should be remembered that a saving of ten minutes a day per worker would actually pay for the entire daily cost of a modern equipment of factory lighting.

Every Manager seeking reliable information as to the value of the efficient lighting of factories and workshops should write to the Secretary of the British Commercial Gas Association, 41, Abchurch Lane, London, E.C. 4.

ONE OF THE SERIES TO ADVERTISE GAS  
CO-OPERATIVELY

**Increased  
Subscription  
Prices**



**Increased  
Net Paid  
Circulation**

# THE BALTIMORE SUN

increased its circulation rates, effective February 1st. Its increase in net paid circulation during this month, notwithstanding the price increases, reflects the loyalty and appreciation of readers of

# THE BALTIMORE SUN

**The Home Newspaper of Baltimore**

	Daily	Sunday
February, 1917.....	168,382	96,975
February, 1916.....	161,078	94,501
<b>Gain.....</b>	<b>7,304</b>	<b>2,474</b>

Advertising gains, all issues, February, 1917,  
as compared with 1916—

## 165,626 Lines

The only Baltimore paper accredited with regular carrier circulation by the Audit Bureau of Circulations.

***It Pays To Advertise In  
The Paper That Is Growing***

## We want

A man for an important position in our Advertising Department.

## We require

- 1st Ability to write copy
- 2d Some experience
- 3rd Enthusiasm
- 4th Advertising instinct

## We offer

An exceptional opportunity for the right man.

*Address with full particulars—*

**The Aeolian Company**  
29-33 West 42d St., New York

electrical competition, and took steps to make the best of the case as it stood.

One of the things which he did, on the face of it, looked like helping people to do with less gas. An incandescent burner uses far less gas per hundred units of light than an open jet. The saving of gas far more than pays for broken mantles. Yet the Gas Light and Coke Company did everything in its power to push the use of incandescent burners, believing that improved service would tend to increase instead of to diminish consumption, and it did.

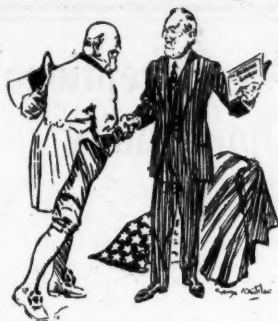
All experience points the same way. The more light people can have, the more they want. Since metallic-filament lamps have been used in electric lighting the consumption by current per house has gone up, though metal filaments use only a quarter as much electricity as carbon lamps, proportionately to the light given.

The broad-minded policy of giving consumers the maximum service for their money did good work in selling gas.

#### INDUSTRY HAD NOT PROGRESSED IN ADVERTISING

Until the Gas Light and Coke Company broke fresh ground, about the only thing used to advertise gas was a plan of holding cookery lectures and demonstrations with gas-cookers, with occasional circulars and advertisements in local papers. Many gas companies had hired lecturers to do this, or had had them provided by the gas-appliance makers, and they backed up the effort by renting gas stoves to consumers at very low rates. Gas fires for living-rooms and bedrooms, with geysers and similar contrivances (when the kitchen range gives place to the gas-cooker) were, and are, similarly rented.

The Gas Light and Coke Company, the largest gas-producing concern in the kingdom, wanted to go beyond the cookery lecture and occasional circular plan. But there was a difficulty in this. Newspaper advertising was what Mr. Goodenough wanted. And



#### L'AMENDE HONORABLE.

"The Passing Show" did an injustice to President Wilson recently. This occurred in one of the cartoons in the issue which went to press several days before the President handed Count Bernstorff his passports as America's reply to the German threat of submarine ruthlessness.

It was poor consolation to know that other journals were similarly at fault, but it may be interesting and gratifying to readers of "Printers' Ink" to learn that

## THE PASSING SHOW

**Britain's  
Brightest  
Weekly**

was the only one of them to take large spaces in leading British daily papers to right the wrong.

*"The Passing Show" is  
the aristocrat of British  
humorous weeklies.*

Philip Emmanuel,  
Advertisement Manager,  
**ODHAMS LIMITED,**  
85-94, Long Acre,  
London, W.C.



## An Exceptional Opportunity

We employ all practical forms of advertising. We maintain an elaborate Dealers' Service in our Advertising Department of over one hundred people, forty of whom are men. Our Advertising Manager needs a first-class assistant who can relieve him of many details and who has had a broad experience in:

- (1) All types of advertising.
- (2) Dealers' Service and co-operation.
- (3) Preparing copy and layouts.
- (4) Judging mediums.
- (5) Executive work—handling people.
- (6) Meeting people and helping to give definite personality in large organization to the Advertising Department.
- (7) Assuming entire responsibility for large campaigns and department activities under general direction of the Advertising Manager.
- (8) Complete knowledge of how to work best with large Advertising Agency.

The man we need is between 27 and 35. He may now be the Advertising Manager of a smaller company. He has been through the advertising mill from A to Z. He has spent his spare time studying the underlying principles of business and knows the correct economical position which advertising occupies in modern distribution. He regards advertising as a great business force and he knows how to use it and how to study it. If you have a positive faith in your ability to make good, please write us a letter and sell yourself to us. Unnecessary to send samples of work because the man we want has graduated from the direct production of advertising to the point where he is ready for this opening. Address "F. A.," Box 244, care Printers' Ink.

the moment he went into newspaper advertising he saw that he was spending his company's money to sell other people's gas. No London daily has a circulation limited to London, or anything like it. Even if he could have found a paper that circulated in London alone, there were other gas companies in London serving districts which a London paper must necessarily cover. In point of fact, there was no paper which the Gas Light and Coke Company could use as an advertising medium without paying for circulation far beyond its own area.

Posters might have been used, and, in fact, were used later, to supplement press advertising. But at the beginning of things, with an educational campaign to carry, a poster was not considered adequate. The only adequate thing about it would have been the fact that it could have been limited to the company's area.

However, the Gas Light and Coke Company was determined to start a press campaign, especially in the periodicals circulating among the women of the house, the architects and the doctors; so the makers of gas appliances—who necessarily would benefit by such a scheme—were approached, and on their co-operation being secured a beginning was made.

From the campaign then started the provincial gas undertakings soon found they were benefiting, and the live men in the industry rapidly realized the possibilities of a national publicity campaign on a larger scale.

After considerable negotiation and discussion a powerful committee was formed and all the gas-producing companies in the kingdom were invited to subscribe to a general gas-advertising fund. They needed a little coaxing, but eventually the British Commercial Gas Association was formed, representing now about eighty per cent of the gas production of the country. The other twenty per cent gets the benefit of the advertising for nothing.

# *A Strathmore Paper expresses the luxury of McCallum silk Hosiery*

**T**HAT dainty booklet, "You Just Know She Wears Them," published by the McCallum Hosiery Company, is printed on Strathmore Quality Papers.

There is something about the soft, exquisite texture of these Strathmore Papers that is in keeping with the femininity of silk hose and the *luxuriousness* of McCallum Silk Hose.

McCallum found the papers that say his say.

"Paper Does Express" is the name of a graphic demonstration of Strathmore Expressiveness. "Selective Mailings" is another Strathmore publication with an important message to advertisers, great and small. Both booklets are free upon request. Strathmore Paper Co., Mittineague, Mass., U. S. A.

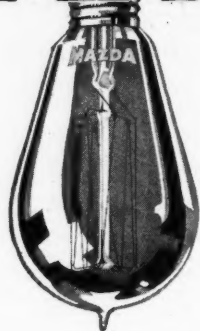
## *Strathmore Quality Papers*

"You have a Printer who knows"



*"Not the name of a thing, but the mark of a service"*

# MAZDA



MAZDA Service — a systematic research for making lamps more economical

## —The Meaning of MAZDA—

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady. The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF  
GENERAL ELECTRIC COMPANY



Subscribers to the association share its expenditure in the proportion of their production. None of them have any cause to regret it, and the gas consumption of this country increased steadily as a result of the work of the association until the outbreak of the war, and has stood the shock of that catastrophe in the most remarkable way. Much has been done during the war to make known the many ways in which gas could be used in the improvisation of factories, hospitals and other war-emergency establishments.

The association is a spending body. It not only advertises in the press—both popular and specialized—but also prints and circulates illustrated pamphlets and show-cards for the use of its subscribers. The show-cards are used in the showrooms kept by most large gas companies to exhibit gas fires, cookers and water-heaters. The pamphlets are circulated by individual companies. None of them advertises anything but gas and gas appliances. No names of the makers of appliances are mentioned, nor are gas companies necessarily mentioned. They do not require to be. If a householder or manufacturer wants gas, he has to take it from the company or corporation which has the mains in his town. He cannot take it from anyone else. Gas companies or corporations buy very large quantities of these pamphlets and show-cards from the association, which also exports them by the hundred thousand to every part of the world. Public-service companies are not the most progressive people in the world by nature. But the gas

companies of the British Empire are all of them—or nearly all—enthusiastic believers in advertising now. Even those who don't contribute are believers, likely enough!

This gas publicity is handled by the London Press Exchange, of which Reginald Sykes is the managing director. At the beginning the work was all directed toward the use of gas for heating purposes and for cooking in summer. Most of the new ground broken



## The Children's Bath

**H**EALTHY youngsters love bath-time, and the hot bath should always figure in the "Order of the Day," for there's nothing better for them than a good splash. One word of warning, though. See to it that you have plenty of hot water; everything depends on that. If the bath is only half warm there is always the risk of chill. And if you have to wait for hot water the children may so easily catch cold in the time between undressing and the tub. The best safeguard is a Gas Water-Heater; with it you have all the hot water you want just when you want it. No kitchen fire is needed—the Gas Water-Heater does not interfere with anything or anybody. Every home where there are children should have one.



TO INCREASE USE OF GAS IN HOMES

was in the former direction. Nearly all housewives use a gas-cooker part of the time, and some all the time. But bath-heaters and gas fires are not nearly so general. So it was largely on these that the advertising centered.

Prejudice against gas fires was countered by a direct appeal to the medical profession. As a result, the association was able to

Write for an interesting pamphlet "How Ready Hot Water" from the association from The British Commercial Gas Association, 45, Victoria Street, London, E.C. 1.

publish the following figures of doctors using gas fires in their own houses in the area of the Gas Light and Coke Company alone, who started this special campaign:

Season	Possible Users	Actual Users
1908-9.....	3,620	1,054
1909-10.....	3,630	1,844
1910-11.....	3,814	2,205
1911-12.....	4,012	2,484
1912-13.....	4,183	2,811
1913-14.....	4,203	3,120
1914-15.....	4,281	3,350

In short, of all the doctors given in the medical directory for that area, while only twenty-nine per cent were using gas for heating in 1909, 78.2 per cent were using it in 1915.

These statistics were published in the *Lancet*, the *British Medical Journal* and other medical papers in full-page form, with an argument based upon them. The use of technical and trade journals has been a feature of the advertising always, but daily papers and high-class weeklies, including *Punch*, have been consistently used in full-page, half-page and double-column spaces.

#### ADVERTISING SINCE THE WAR

War conditions looked like causing difficulties—and did not stop at looking.

But there were national as well as commercial reasons for getting over the difficulties and keeping in the game. The Ministry of Munitions allowed it to be known that a

fall in gas production would make trouble for the fighting forces of the Empire and its allies. Tri-nitro-toluol and certain other ingredients in high explosives are by-products of gas. Years ago Germany used to import British coal-waste and turn it into explosives and dyes. So the gas people switched to the advertising of gas for shell-making and every other factory process stimulated by war conditions, including the improved lighting of factories, to meet pending legislation based on a Home Office (government) inquiry. The argument was that for factory illumination gas had the advantage of keeping the air in motion, thus giving better ventilation, and also, when burned with a mantle, of producing the best color-matching light known to science.

The association has also made clear in its publicity the important part to be played by gas in the thrift campaign resulting from war conditions, the great saving it effects in labor, alike in home and factory, and in the economical methods of cookery it makes possible. But for gas, the munitions made in Britain this past two years would have needed far more hands to produce, thus reducing the number of men for the fighting-line; whilst housewives have been able to fill the gap caused by their servants going into factories and hospi-

## PIANOS and Gas Fires

To maintain the temperature of a room where there is a piano it is difficult to find any more convenient and efficient method than the use of a gas fire.

Our climate is so variable that the first essential of any heating apparatus is that the heat given out shall be immediately available and easily controlled. The heat yielded by a gas fire is not only capable of reduction or increase at will, but it is also of the radiant type, i.e. heat that passes directly to and warms the contents of a room without heating the air, which only rises slowly to a comfortable temperature by contact with these objects.

It is clear, therefore, that for the purpose of keeping pianos warmed throughout and free from damp, the radiant gas fire is not only the most convenient, but also the most efficient of devices, because the heat passes to the instrument.

A uniform degree of heat can easily be maintained, since a turn of the tap suffices to adjust the amount of heat so radiated.

When the day begins warm and suddenly drops to an arctic coldness, the gas fire can be immediately lighted to meet the altered conditions, and vice versa.

A leading manufacturer of pianos recently wrote:

I use gas fires at all my shops and practice rooms, and have always found them quite satisfactory, and in no way injurious to pianos. I often recommend gas fires to my customers, as they are so easy to light, and it does a piano a lot of harm to stand in a damp room; whereas, if there is a gas fire, the piano is kept well aired, and lasts a great deal longer than it would in the ordinary way.

Write for a copy of 'The Care of the Piano and the Organ,' sent post free on application to THE BRITISH COMMERCIAL GAS ASSOCIATION, 47 Victoria Street, S.W.

B. 18

DEALING WITH AN UNUSUAL  
SUBJECT



## Ask any T.W. J. Advertiser what He Thinks of His Investment

TEXTILE WORLD JOURNAL doesn't consider a contract fulfilled by merely printing the ad. Its 600-odd advertising contracts are regarded as sales service agreements. Ask a T. W. J. advertiser what this means. He will tell you about the weekly *Advance News*, about direct sales tips, about specialized plan and copy service, and about the *Buyers' Guide*.

The *Buyers' Guide* is the newest T. W. J. sales service. It is a classified catalog of all T. W. J. advertisers and the most complete list of firms selling to textile mills published. The purchasing agent for every mill gets one gratis. Letters like the following, being received daily, prove the results from this sort of sales cooperation:

"We find your 'Buyers' Guide' exceedingly useful. If you could send us a few more we would appreciate it very much."

(Signed) THE TORONTO CARPET MFG. CO.

## TEXTILE WORLD JOURNAL

New York

Member A. B. C.

## ADVERTISING MANAGER WITH UNUSUAL RECORD SEEKS LARGER OPPORTUNITY

If I could sit across the table from you, show you the work I have done, it's "Why's and Wherefore's," you might admit my business training and advertising education had been good *along certain lines.*

If I could come into your organization, with open mind, *adapting* my ideas and experience to your business, go to the root and facts of things, grasp conditions surrounding your business and the part advertising could and could not play in that business—

Find that angle of SERVICE which could be expanded into business-building CONFIDENCE, see the untold story in plant, process or methods, and the application in terms of the buyer—

—lay out a simple plan of advertising that fitted your business, pocket book and organization, backed by judgment which eliminated experiment—

—tell your story so that consumer, man in shop or plant "gets" the spirit of your business, the *real reasons* "why" they should buy your product.

—make friends with the "boys" on the firing line and win their hearty co-operation—

—show you that *plan*, not money; co-operation, not merely advertising; service that is genuine, not just a word, is what gets results—

—then I would simply repeat what I have helped to accomplish in certain businesses, where they used advertising for a definite purpose to accomplish a definite result.

My experience is below—a wide experience in direct advertising—some selling experience, and more than average training in the development of foreign trade.

**TRAINING**—Sales Correspondent—Asst. Adv. Mgr. Western Electric Co.

*Five years* Advertising Manager, P. B. Yates Machine Works, Beloit, Wis.—Hamilton, Canada. Largest and most aggressive machinery concern selling to lumber interests. Fair-sized department, catalogs and supplementary catalogs, treatises, 20-page 9x12 monthly house-publication to 30,000 mailing list, twenty trade publications, direct advertising of every form.

*Four years'* Service agency work with manufacturers of hardware, tools, leather products, furniture, special machinery, printers' trade publications, kitchen utensils, jobbers' catalogs, follow-up systems, simple retail investigations, window cards, trims, sales quota contests, house organs, etc.

**WANTED**—A permanent connection with the right man and the right business. An aggressive, growing business, quality product and organization where there are broad opportunities to develop in sales end. Am no wonder or genius but in the right place would make a good "right hand" for some executive. Fair salary to start—more when I earn it. Age 32.

**RICHARD R. CRONKHITE**  
610 CUNARD BLDG., CHICAGO



tals by using gas instead of coal in all directions. These points have been constantly hammered home in the British Commercial Gas Association's publicity.

Although in this and other advertising the opponent is often electricity, not a line of print attacking electricity has ever been published by the association. It would have been easy to show that electric cooking, for instance, is not economical, and that electric-heaters for rooms burn an awful lot of current. But the managers of this campaign were too modern and up to date to attack a competitor. The only form taken by their attack was just to go ahead and sell their goods. This was good, sound policy, and decent business, too.

And it has paid handsomely.

### Fashion Tips from Pacific Coast

Motion pictures are making Los Angeles a style center, according to a New York modiste who is quoted in *Women's Wear*.

"Since the birth of the 'movies' in Los Angeles this city has more and more forged to the front as the metropolis of advanced styles for both men and women," she asserts.

"The silk sweaters were first worn here, then came the snug, nifty jersey suits for women and sports coats for men. Now everything is sports hats, sports skirts and loud colors, and every one of them was an idea developed here.

"Everyone East knows that the big auto robe coats, high top fancy shoes and the pinchbacks originated in California. The 'movies' are to Los Angeles in the way of fashions what the races were to Paris before the war."

### Milton Hymes Killed in Railroad Wreck

Milton Hymes, secretary of the Experimenter Publishing Company, Inc., New York, and business and advertising manager of the *Electrical Experimenter*, was killed in the Pennsylvania Railroad wreck at Altoona, Pa., on February 27. He was 28 years old.

### Kresge a Director of Jones Bros. Tea Company

S. S. Kresge, head of the Kresge chain of five and ten-cent stores, has been elected a director of the Jones Bros. Tea Company, which operates 256 stores under the titles of the Grand Union Tea Company and Globe Grocery Stores.



"PRINTED SALESMEN"  
are built to fit *your* business,  
to meet *your* individual  
requirements, to sell *your*  
goods.

Victory is a habit with  
"PRINTED SALESMEN."

*Established more than fifty years. The  
largest high grade job printers in the world*

**The Lakeside Press**

**R. R. Donnelley & Sons Co.**

Chicago, U. S. A.



## Golfers Magazine

*Has been placed on the  
following trains:*

Chicago, St. Paul, Minneapolis &  
Omaha R. R.  
Atchison, Topeka & Santa Fe Ry.  
Illinois Central Railway  
C. & N. W. Railway  
Pullman Company  
Atlantic Coast Line Railway  
Union Station for "Southland"  
C. B. & Q. Railroad  
Denver & Rio Grande R. R.  
Salt Lake Route Sta.  
Pennsylvania Lines West

Would you like to have your  
advertising message reach this  
wealthy transient audience? Send  
for the March issue and rate card.

*Applicant for Membership in the Audit  
Bureau of Circulations*

General Offices: Monadnock Block,  
Chicago, Ill.

Eastern Office: 52 Vanderbilt Ave.,  
New York, N. Y.

## Champions "Some Common Errors in Copy"

Is Copybook Copy Always the Best?  
—Mr. Kiser Challenged on the  
Use of the Split Infinitive—  
Spontaneity One of the Most  
Effective Qualities in Copy—Ad-  
vocates "Homely Truth"

By E. M. Paget

Sales Manager, the Iliff-Bruff Chemical  
Company, Chicago, Ill.

WITH considerable interest I read a recent article in *PRINTERS' INK*, entitled "Common Errors in Copy to Avoid," and have been wondering if this advice is seriously given.

As I go through it this thought escapes: "Another mail-order course in grammar."

I should like to ask Mr. Kiser if he knows what percentage of readers speak with grammatic accuracy?

In my salad days I composed my mail solicitation with a grammar in one hand and a book on rhetoric in the other. Yet, somehow, these letters did not pull.

Then I started in to study my audience that I might understand what they wanted. Ere long I took my grammar and my rhetoric, bound them securely with heavy cord, weighted them with iron—and tossed them into the lake.

Why? Because, to be effective, one must speak spontaneously and from the heart—a language not dissimilar to that of the ones we would serve. Possibly some of our readers may notice our "slips," yet such a reader may go on imbued with the feeling that, possibly, the writer "skidded" with a purpose. And even such a one may be convinced if he feels that homely truth, rather than flowery rhetoric, is the motive.

If, in the course of a busy day, one should pass ten thousand well-dressed men, I doubt if one would take any particular notice. Yet should one of these, otherwise well appareled, wear a bright red tie I rather suspect it would attract one's attention. Don't you?

Not that I would have all gentlemen wear flamboyant ties. But rather by this homely simile—if such it may be called—do I hope to bring home the fact that it is sometimes the unusual—the just somewhat, somehow, slightly different—that wins.

If John Smith is a devoted and loving husband, one takes it as a matter of course. But should he—the same John Smith—beat his wife with a horsewhip where all can see, it is heralded on the front pages and he is properly punished in court.

I contend that to "split an infinitive" is an American privilege. And few, I believe, do it unwittingly. Yet sometimes the difference between "perfect copy" and "split infinitive copy" spells success to a business.

A homely expression is: "Jones—he pays the freight." In the last analysis I rather suspect Jones can, without aid, recognize a split infinitive that may happen to pass on the same side of the street. Yet if he persists in his usage, would it not be better to look for the cause and effect, rather than to attempt to correct him?

Once I asked a man if he would listen to a criticism of his efforts. "H—, yes," he answered, "if you can show me something better."

Possibly—I say possibly, you will note—do you not think that—possibly—many of us feel the same way?

## Mistaken Elegances of Phraseology

NEW YORK, Feb. 22, 1917.

Editor of *PRINTERS' INK*:

Kindly add to Mr. Kiser's anthology of copy horrors the following:

"Dependable," for "reliable";  
"We do not have," for "we have not."

"Due to the demand, we are," etc., for "owing to the demand."

And the annoying affectation of "oft-times," or "often-times," for the plain and sufficient "often."

A breach of the rules of English isn't so bad; but phraseology like the above is cultivated by unlettered people who fancy that they are getting off something with a little extra touch of elegance.

H. W. E., Jr.

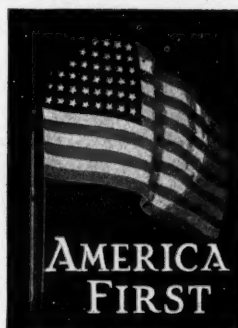
# WOODWARDS INCORPORATED

Merchandising Counsel  
Advertising



R. L. WHITTON · President  
900 South Michigan Avenue · Chicago

*Put them  
on your  
Corres-  
pondence*



*Send  
them  
to your  
Friends*

## SHOW YOUR PATRIOTISM

Poster Stamps, size as above, in full color,  
perforated and gummed, put up in books of  
250, 500 and 1,000, at \$2.00 per 1,000

Order from

THE MOORE PRESS, INC.  
461 8th Avenue, New York

# ANNOUNCING

*The Association with us of*

**MR. ALFRED H. BARTSCH**

for seven years Advertising Manager  
of the Bosch Magneto Company

As Secretary of our Company, Mr. Bartsch brings with him a broad, sound and practical merchandising and advertising experience, consistent with the high ideals upon which this organization is founded.

Mr. Bartsch, in his long and successful association with one of the oldest and strongest manufacturers, has enjoyed the privilege of being one of the important factors in the development of the automobile, motorcycle and allied industries.

Mr. Bartsch's association with us adds particular value to the service we are already so successfully rendering to a list of clients in these industries—a service which we can offer to a limited number of other manufacturers of similar but non-competing lines—motor cars, motor trucks, motorcycles, accessories.

We particularly enjoy explaining this service to any manufacturer who takes his advertising seriously.

**McLAIN-HADDEN-SIMPERS COMPANY**

ADVERTISING

Philadelphia: 210 West Washington Square

New York: 220 Broadway

## A Few Rules for New Agency Solicitors

Pertinent Suggestions Which, if Used as a Purge, Followed by a Tonic of Common Sense, Will Surely Cure Gasitus—What to Say, and What Not to Say, Told in Brief Paragraphs

By J. J. Geisinger

**A**LWAYS impress upon an advertiser that this is the "Psychological Moment." He may not get you fully, but it denotes familiarity with a deep theoretical thesis. Et Cetera.

Never speak of *spending* money in advertising. Always refer to it as an incomparable investment. The declaration of dividends is more popular to-day than the Declaration of Independence. Et Cetera.

Avoid riotous rhetoric in discussing distribution. When a manufacturer tells you his product has no present outlet, nod sagely. If he avers that his goods are widely distributed but not identified in any way, also nod. Et Cetera.

Diplomatically discourage discussion tending toward a definite estimate of returns. Unforeseen trifles may disarrange the most careful calculations. Et Cetera.

Speak enthusiastically regarding cumulative returns. If asked for a concrete example, refer to the publicity given to Adam's Apple, and cite as a result the present population of the earth. Et Cetera.

Describe impressively the 99.99 per cent efficiency of your organization. If you have no organization, modestly refer to your personal performance. This will give you the reputation of a wizard without embarrassing egotism. Et Cetera.

Never disparage the ability of a competitor. He may know more about real advertising than you do. A delicate innuendo that he is a good fellow *but*—is consid-

ered ethical in the most exclusive circles. Et Cetera.

Always play the merchandising melange with a loud pedal. You may not know the difference between the methods of Wanamaker and a Post Office Store in Wahoo, Wis., but ignorance is just as blissful in advertising as in other professions. Et Cetera.

After you have mastered these rules, if you are still in the trench, begin all over again on the basis that successful advertising is just the concentrated essence of common sense—that the hot-air artist, while not extinct, is passé—that advertising does not consist entirely of pictorial pigment—that ten minutes' real knowledge of a business is worth more than ten years of superficial chatter—and you will be welcomed with open arms by every man who wants to increase his business.

## Big Increase Without War Orders

President Wise of the United Cigar Stores Co., in predicting an increase of at least \$4,000,000 in 1917 sales, following a gain of about \$5,000,000 in 1916 over 1915, says: "The United has kept pace with the onward trend of big business, and this is especially noteworthy, due to the fact that war conditions in Europe were of little benefit to the company, while their effect was manifest in most every other line of business. We had no war orders, we exported no merchandise. Our entire business was obtained in the United States. Furthermore, our merchandise was sold to our patrons at practically the same retail price during 1916 as prevailed during 1915, and at practically the same gross profit, which gross profit we will be able to maintain.

"The cities in which United Cigar stores are located have a population of 27,000,000. I give this figure to show our opportunity for continuously extending the business to new fields. Our sales for 1916 represent four per cent of total sales at retail of the tobacco industry of the United States.

"We established an agency system during the year which bids fair to assume large proportions, and which already has enrolled 195 sales agents operating stores."—*Boston News Bureau.*

## Now an Officer of the Company

David E. Levy, advertising and sales manager of the Lindell Department Store, St. Louis, has been elected second vice-president of the company.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 8, 1917

## Jewelers Should Take Definite Stand

The Associated Jewelers of America, a short time ago, adopted a plan suggested by Morris Eisenstadt, of the Eisenstadt Manufacturing Co., of St. Louis, for an intensive advertising campaign to popularize the use of jewelry. The plan has been endorsed by the National Wholesale Jewelers' Association, the National Retail Jewelers' Association, the Retail Jewelers' Association of Greater New York and Vicinity, and all have pledged themselves to contribute money to carry it out.

Only one discordant note has been heard among the several organizations, and this comes from the New England Manufacturing Jewelers' and Silversmiths' Association, which, while formally approving the plan, has adopted a recommendation made by the committee to which it was referred that "any publicity campaign that the permanent committee may de-

cide upon should be conducted on the lines of publicity work as distinguished from paid advertising."

It is quite evident that the New England jewelers either do not understand that the Eisenstadt plan is entirely based upon paid advertising, or they are ignorant of the developments in the field of free publicity during the last few years. One of the principal reasons why the proposed campaign appealed to the associations that have endorsed it is that it is to be a paid advertising campaign conducted upon sound business principles, and not a frame-up to put something over on the newspaper publishers under the guise of free publicity.

The members of the New England Wholesale Jewelers' and Silversmiths' Association are doubtless ignorant of the attitude of the representative newspapers toward press-agents and their contributions. They do not know that the American Newspaper Publishers' Association, with a membership of over 400 leading dailies of the country, has been fighting the free-publicity evil so successfully that a majority of the papers represented will not print a line of press-agent matter under any circumstances. Outside of the association are hundreds of other journalists who throw into the waste-paper basket all such contributions, no matter how skillfully disguised as news they may be.

The worthlessness of what is known as free publicity or press agent matter is now so generally recognized by most successful business concerns that they have long since abolished their publicity department. They have come to the conclusion that the only way to put their message across, no matter what its nature may be, is through paid advertising. If they want to gain public good will, or explain their business policies, or present reasons why they are seeking the enactment of certain ordinances by the city, or laws by the State Legislature, they do not try to "work" the newspapers through the editorial department, but go direct



to the business office and buy advertising space in which to tell their story in their own way. Such a course has been and is still being pursued by the Bethlehem Steel Corporation, the American Telephone and Telegraph Co., Armour & Co. and many other great business corporations.

The manufacturing jewelers should lose no time in setting themselves in the right light. The suggestion of the New England wing should be promptly repudiated. If not, the promise of paid advertising is likely to be regarded by publishers as a lure and the whole plan looked upon as a bluff to secure free publicity.

If the jewelers are really setting their hearts on "working" publications for free advertising, the latter will know what to do. They will do just what the jewelers would do if a burglar announced that he shortly was going to break their windows and make off with the booty inside.

**Will  
Uncle Sam  
Advertise the  
New Bonds?**

It may be pertinent to inquire whether the United States Government will adequately advertise its forthcoming issues of bonds, because it is certain that new issues of Federal bonds are to be offered to the public without regard to whether or not the nation is drawn into war in the near future. The cost of the Alaskan Railway, the purchase price of the Danish West Indies, the expense of military and naval preparedness, the outlay incident to patrolling the Mexican border and the investment in the Government's new armor-plate manufactory—all these, probably, and perhaps other extraordinary expenditures will be taken care of by means of new Government bonds, comprising several separate issues.

The advertising man whose memory does not extend as far back as the Civil War may ask, skeptically, whether the Government has ever advertised adequate-

ly any bond issue. But then it must be remembered that since the Civil War period Government bond issues have been few and far between, and the demand for such securities has been so obvious that there has been little need to pay for advertising space to exploit the offerings. In proof of this only recall that our most notable bond issue of the past quarter of a century, the \$200,000,000 Spanish War Loan of 1908, was, at par, subscribed seven times over in a period of thirty-one days.

Granting, though, that newspapers are patriotic enough to go to any lengths of free publicity to aid in marketing a Governmental war loan, some advertising authorities may question whether it is in keeping with the dignity of a Government such as ours to rely wholly upon this expedient for the sale of bonds, especially when the country is at peace. Not long ago Secretary of the Treasury McAdoo referred in complimentary terms to the newspapers that in 1908 "prominently displayed free of charge" the information which the Government sent out with reference to its bonds, but it is not understood that this can be accepted as an indication of his attitude with respect to the advertising of the bond issues that are to come.

It is realized that the question of whether or not any given bond issue by the Government will be productive of paid advertising is dependent to some extent upon the method of marketing the securities—that is, whether they are offered to the public by direct subscription or are sold, as were the Panama Canal bonds, to the highest bidders, presumably for resale to investors at a premium. Incidentally, the resort to advertising by Canada and the European countries in marketing war loans would presumably exert an influence upon American practice should this country be actually drawn into strife and heavy issues necessitated, in addition to the bond flotations above referred to.

The whole subject of the policy of the United States Government



with respect to bond advertising is of exceptional significance just now, owing to the advent of a new form of security bearing Federal endorsement—the new Farm Loan bonds. Here we have, not an emergency bond, with no repeat orders asked, but a new type of security that will be coming on the market in a never-ending stream and that has been arranged in denominations as low as \$25, expressly to attract the great army of small investors. To be sure, Uncle Sam has never been induced to spend much money to advertise Postal Savings bonds, but perhaps the situation will be different with regard to these Farm Loan bonds and the various special issues that impend.

**The Advertiser's Problem and the Space Salesman**

National advertisers frequently complain of the ignorance of their business shown by publishers' representatives who call upon them to secure contracts. They assert that if the latter had studied their product and its distribution beforehand they would be able to talk intelligently about it and perhaps make suggestions that would be valuable to them. Now, while advertising salesmen are many times at fault either through failure to perceive the necessity of acquainting themselves with important facts concerning the prospects' business in advance of their solicitation, or through laziness, it is often true that the blame rests upon the advertiser himself. He is so close mouthed, so fearful that information of value to his competitors will leak out, that the advertising man could not, if he tried, find out very much about his business before he went to see him.

Perhaps it was because of the need of educational work among the advertising men regarding its service that prompted the Cravenette Company last week to invite some two hundred periodical representatives to attend an exhibition of the advertisements it is using in its present campaign.

By means of lantern slides it was possible to show its guests the different kinds of copy in a most attractive manner. First, there was a demonstration of the Cravenette process. Then followed a talk about the various articles that could be advantageously treated. After that came a description of the advertising campaign and what the company aims to accomplish by it. One of the interesting facts brought out was that nearly every manufacturer whose product is Cravenetted is a good prospect for advertising.

The advertising representatives who attended the exhibition and listened to the several talks given in the brief hour it lasted absorbed much valuable information. They were made to see the great possibilities for business that exist for the Cravenette Company and, as a result, how their publication could help.

The example set by the Cravenette Company ought to be followed by other concerns which are quick to point out how ignorant the space salesman is of the advertiser's problems but which closely guard their funds of information. Perhaps advertisers would profit from the pursuit of such a course, as a greater number of the sellers of advertising space would concentrate their attention upon their advertising problems and be able to give them the benefit of their experience and advice. The advertising representatives, through a better knowledge of a product and its market, would be able to show the manufacturer in precisely what ways their publications could serve him and others engaged in the same industry. Leads would suggest themselves that might otherwise never occur to him. Advertisers in their eagerness to secure the co-operation of jobbers, dealers and consumers have frequently overlooked the large body of advertising salesmen, who, because of the very nature of their work, would be in a position to give them valuable aid, if they were given the opportunity to study their business at close range.

## To the Presidents and other Executives read- ing PRINTERS' INK

¶ For those of you who are confronted with the task of looking further than your own organizations for the *one* man to fit into some highly responsible and creative position, there is a most satisfactory solution which may not have suggested itself.

¶ A full-page advertisement in PRINTERS' INK, stating clearly the essential qualifications required in the man you seek, with an outline of the possibilities in the position for the right one, will bring a class of responses that will be a revelation. We write this advisedly, from the experiences of manufacturers who have used the plan with marked success.

¶ PRINTERS' INK is read closely by many successful business men already holding important positions, and to these, as to the rank and file, a real opportunity for growth in a wider field, with greater earning power, is always attractive.

¶ Instead of depending upon the range of your own personal acquaintance, why not put a frank advertisement over your own name in PRINTERS' INK? It is quite likely to result in your hearing from men whom you would not otherwise think of approaching.

**PRINTERS' INK PUBLISHING CO.**  
**185 Madison Avenue - New York City**

## Aim at More Truthful Real Estate Ads

To counteract the bad effects of dishonest advertising done in past years by California real estate men, commercial interests in the San Joaquin valley, in that State, are having a "farm survey" made. The results will be printed and given wide distribution as a thoroughly reliable record of what a farmer may expect to find when he buys a ranch in the San Joaquin valley. The San Joaquin Valley Counties Association is the organization behind the survey, and it has employed an agricultural expert for the purpose. A number of widely separated townships have been chosen, and every farmer in each of these will be interviewed as to cost of operating his ranch, average return per acre, etc.

"Too much fiction and too little truth has been written about California," states a representative of the organization, discussing the plan in the "San Joaquin," the official magazine of the body. "Little effort has been made by promotion organizations to learn the truth, and less care to tell it. The result has been a rising tide of protest both in California and in the East against the exaggerated representations contained in the ordinary literature descriptive of California. In common parlance, in fact, 'a California lie' is a simile for a 'whopper.'"

## Railroads and Communities Might Co-operate

ST. LOUIS, Mo., Feb. 27, 1917.

Editor of PRINTERS' INK:

As an advertising man, I am frequently impressed (as I suppose every other advertising man is) with the opportunities to do real educational, informative advertising, which abound all around us—opportunities which, I am sorry to say, are often neglected.

As an instance of what I mean: I had occasion recently to make a trip of about a thousand miles through the Southern States. I used a through train, on which nearly all the passengers were persons from other parts of the country, entirely unacquainted with the territory through which we were passing. They would look out the window when we came to a town, try to learn its name, and then speculate idly among themselves as to the nature of the surrounding country, crops raised, manufacturing industries, etc. The train conductor would sometimes be bombarded with questions about the country, most of which he either could not answer at all, or responded to very vaguely.

The thought came to me: why should not the advertising department of the railroad co-operate with the chambers of commerce in the larger towns along the route, and prepare a booklet for free distribution on trains, which would give some real information about the country through which the line passes? I am aware that some railroads already

do publish booklets giving the names of towns along their line, but these are almost universally intended for tourists' use, and tell only the population of a city, historic spots, names of leading hotels, and the like. The booklet I am proposing would give quite an amount of space to each city—perhaps a page or so—and would contain carefully gathered facts of an encyclopedic nature, dealing in particular, of course, with the agricultural resources of the region, the types of business enterprise which are most successful there, the shipping facilities, etc. If the cost were pro-rated between the railroad and each city included, the expense, even of a very large edition, would not be great to any individual community. The booklets might be handed out to passengers as they bought their tickets; distributed by the porters through the cars; or perhaps even placed in an inconspicuous pocket attached to each seat.

Many business men of large affairs are forced to travel back and forth a good deal; and on the trains, while time hangs heavy on their hands, is certainly the psychological time to make them realize the business possibilities of the territory through which they are passing. Certainly the chambers of commerce could get no more desirable class of prospects in the hands of whom to place their literature. The farmer who rides through any State and reads about it, city by city, as he goes, will be greatly aided in deciding where he will buy his farm. Altogether, it seems to me that there is a real field here for genuine educational advertising of a co-operative character, and one which is at present sadly neglected.

T. H. R.

## To Teach Salesmen First-aid Practice

A movement of considerable scope is on to teach the principles of first-aid practice to traveling salesmen. The United Commercial Travelers Association is now arranging for such a course for all of its members. The matter is being taken up with other salesmen's organizations, and it is planned to extend the work all over the country.

Last fall a salesman of Finch, Van Slyck & McConville, of St. Paul, Minn., was in a railroad wreck in South Dakota. Later when telling his experiences to J. W. Hamilton, sales manager of the company, it occurred to the latter that salesmen with the right sort of instruction might frequently render first aid to those injured in wrecks. Whenever there is a railroad accident, there are usually several salesmen present, but seldom a doctor. In emergencies of this kind, the burden of relief work is generally thrown on traveling men, but in the past most of them have been unprepared to give much real aid. Mr. Hamilton proposed the idea to J. M. Dresser, general secretary of the U. C. T., with the result that a course of instruction is now being prepared.

## New Trial for Frey vs. Welch Grape Juice

The United States Circuit Court of Appeals of Baltimore has reversed the decision of the United States District Court in the case of Frey & Son vs. the Welch Grape Juice Company and has ordered a new trial.

This will be the third trial in the case. In the first trial the jury disagreed, and in the second, it found for the Welch Grape Juice Company.

The readers of *PRINTERS' INK* will recall the situation. The Welch Grape Juice Company refused to sell Frey & Son, wholesale grocers, unless the latter changed the list price to retailers and discontinued price-cutting.

The court in its opinion maintained that in the previous trial evidence had been admitted which was "irrelevant and incompetent." Here is the evidence thus referred to:

"(1) That the profit to dealers on Welch's grape juice at the listed price prescribed by the defendant was the average profit on other groceries.

"(2) That the defendant was not in any combination with manufacturers of other kinds of grape juice to control the price.

"(3) That by the custom of trade the price at which the jobber is expected to sell is fixed by the manufacturer."

## Good English vs. "Language of the People"

FULTON, N. Y., March 5, 1917.

Editor of *PRINTERS' INK*:

I have just finished reading with interest S. E. Kiser's article entitled "Common Errors in Copy to Avoid," appearing in *PRINTERS' INK* for February 22. It has been my hope for a long time that somebody with ability and courage would come forward and defend our much-abused and often disregarded rules for grammar; and my wish has at last been fulfilled.

Of late, the school of copy writers that takes for its motto: "Write in the language of the people"—or words of similar purport—has been considerably in evidence. At least so it would seem from the amount of advertising literature, written in the most horrible "idiomatic" English, that comes daily to my desk. I often wonder if the originators of such stuff have ever read anything heavier than the newspapers and Jack London's so-called novels. (I respect Mr. London's memory but not his writings.) If they must use the "language of the people"—which, by the way, is the English language after all—then let them study Dickens, Thackeray, and Stevenson, and learn how to do it. As it is now, nine-tenths of the attempts fall hopelessly flat.

While this may be a rather broad statement and my figures as to flat failures a trifle high, I believe I am not far wrong in saying that most of the "people" stuff is strained to the limit. It must be confessed that many of us say *It don't* and still pass muster as

educated folks; but when we put such grammatical slips into cold, hard type and print them on paper, they *look* quite different from the way they *sound*. Why not write correct English and sound natural?

Although Mr. Kiser's article is very much to the point and ably defends a cause that has long needed a champion, there is one common error which he evidently overlooked, namely, the failure of our modern writers—the majority of them, at least—to observe the use of *so* after a negative. Prof. Edwin C. Woolley, Ph.D., in his "Handbook of Composition," has the following rule:

"In negative statements and in questions implying a negative answer, good usage requires the use of the correlatives *so . . . as* rather than the correlative *as . . . as*."

Examples:

"Poor: The modern nations are not *as* artistic *as* the ancient nations were.

"Right: The modern nations are not *so* artistic *as* the ancient nations were."

This is a rule disregarded almost entirely by copy writers—a fact that grates sorely on the nerves of lovers of the English language. When Mr. Kiser has time, I hope he will administer to us a dose especially prepared for this particular malady.

While in all probability these poor sentences of mine will never find their way into print, I hope they will convey to some one the impression that, even in this day of *modern* ideas, there is still one old fogey left who prefers to buy his goods from firms who use in their advertisements grammatical English rather than "Bruce as she is spoke."

BRUCE K. STEELE.

## Eastern Campaign for California Peaches

The California Peach Growers, Inc., have authorized an advertising campaign in two Eastern States, and have placed the advertising in the hands of the Berg Advertising Agency, of Fresno. This is the first step, it is believed, toward a national campaign.

Two states, east of the Mississippi river, one in the South and one in the North, will be selected for the opening fire of the campaign. Special salesmen will be sent into the field and it will be the aim to increase the demand for peaches. Recipe books will be published and mailed to the housewives, and there will be intensive work for new dealers. The Blue Ribbon brand of peaches will be advertised, as well as peeled peaches, for which a name has not yet been selected.

## Rice Advertised in Large Space in Newspapers

The Louisiana State Rice Milling Company, Inc., of New Orleans, is advertising in full-page newspaper space the benefits to be derived from the use of rice, showing comparative values of rice as a food.

# Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"  
432 FOURTH AVENUE, NEW YORK

MEMORANDUM TO O.H.C.

2/20/17.

Advance sales reports from 34 big cities show 60% of March Metropolitan distribution sold first six days. We have had three reorders from American News Co. on March Metropolitan (first issue at 20 cent price). This on top of same order as last issue. Our readers want Met at any price!

J. B. K.

*Dear J.B.K.*  
*Got good news - but*  
*we knew in advance it could*  
*not have been otherwise*  
*Price consideration never*  
*did accurately measure "Met"*  
*value to either reader or*  
*advertiser O.H.C.*

# MARCH MAGAZINES VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR MARCH

(Exclusive of publishers' own  
advertising)

	STANDARD SIZE	Agate Pages Lines
World's Work.....	144	32,364
Review of Reviews.....	133	29,904
Harper's Magazine.....	92	20,718
Scribner's .....	81	18,334
Century .....	63	14,106
Atlantic Monthly.....	61	13,870
Everybody's .....	56	12,544
St. Nicholas.....	46	10,495
Red Book.....	46	10,486
Motion Picture Magazine..	31	6,948
Photoplay .....	30	6,869
Popular (2 Feb. issues)...	30	6,858
Munsey's .....	27	6,194
Wide World.....	24	5,488
Ainslee's .....	19	4,452
Blue Book.....	17	3,910
Snappy Stories (2 March issues) .....	16	3,752
Bookman .....	11	2,548
Smart Set.....	9	2,046

## FLAT SIZE

Cosmopolitan .....	212	30,454
McClure's .....	166	28,220
American .....	190	27,208
Metropolitan .....	134	22,902
Hearst's .....	106	18,020
Sunset .....	120	17,209
American Boy.....	69	13,952
Boys' Magazine .....	48	8,346
Boys' Life .....	59	7,947
Current Opinion .....	49	6,940

# VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own  
advertising)

	Agate Columns Lines
Vogue (2 issues) .....	672 106,899
Ladies' Home Journal....	272 54,453
Harper's Bazar.....	311 52,250
Good Housekeeping.....	249 35,738
Woman's Home Companion	174 34,989
Pictorial Review.....	158 31,781
Delineator .....	106 21,378
Woman's Magazine.....	90 18,079
Designer .....	89 17,962
McCall's .....	126 16,968
Mother's Magazine.....	107 15,031
People's Home Journal..	70 14,000
Holland's Magazine.....	73 13,954
Modern Priscilla.....	73 12,381
People's Popular Monthly..	60 11,410

# the April Metropolitan

now on sale  
shows

a gain of

# \$3836.00

in advertising  
revenue over the  
corresponding  
month last year

# Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

O. H. CARRINGTON, MGR. OF ADV'G  
432 FOURTH AVENUE, NEW YORK

Ladies' World.....	51	10,360
Today's Housewife.....	50	10,153
Home Life .....	55	9,634
Needlecraft .....	49	9,309
So. Woman's Magazine...	38	6,762

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES CARRY-  
ING GENERAL AND CLASS  
ADVERTISING**

(Exclusive of publishers' own  
advertising)

	Agate	
	Columns	Lines
System (pages).....	242	54,229
Vanity Fair .....	321	50,908
Country Life in America..	292	49,085
Popular Mechanics (pages)	191	42,952
Popular Science Monthly (pages) .....	125	29,151
House & Garden.....	176	27,808
Garden .....	156	21,900
House Beautiful.....	118	17,358
Theatre .....	98	16,610
Field & Stream.....	81	11,768
Physical Culture (pages)..	51	11,549
Outer's Book.....	78	11,168
Countryside Magazine.....	61	10,274
National Sportsman (pages)	44	9,955
Arts & Decoration.....	70	9,870
Outing (pages).....	41	9,362
Association Men (pages)..	41	9,338
Illustrated World (pages).	40	9,034
Travel .....	55	8,799
Forest & Stream .....	46	6,772
Outdoor Life (pages).....	59	6,608
International Studio.....	46	6,383
Recreation .....	43	6,075
Extension Magazine.....	35	5,810
The Art World.....	33	4,620

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

(Exclusive of publishers' own  
advertising)

	Agate	
	Columns	Lines
Canadian Courier (4 Feb- ruary issues).....	108	20,696
Everywoman's World.....	94	18,820
Canadian Home Journal...	88	17,600
MacLean's .....	115	16,142
Canadian Magazine (pages)	51	11,480

**VOLUME OF ADVERTISING IN  
FEBRUARY WEEKLIES**

(Exclusive of publishers' own  
advertising)

	Agate	
	Columns	Lines
<b>February 1-7</b>		
Saturday Evening Post..	185	31,565
Literary Digest .....	186	27,399
Town & Country.....	126	21,218

Collier's .....	66	12,495
Scientific American.....	52	10,545
Christian Herald.....	55	9,378
Leslie's .....	44	7,601
Independent .....	46	6,526
Outlook .....	42	6,118
Illustrated Sunday Mag.	27	4,874
Life .....	30	4,270
Every Week.....	22	4,058
Associated Sunday Mag.	21	3,872
All-Story (pages).....	16	3,760
Youth' Companion.....	16	3,374
Judge .....	22	3,080
The Nation .....	16	2,349
Churchman .....	12	2,074

**February 8-14**

Saturday Evening Post..	211	36,003
Town & Country.....	108	18,242
Literary Digest.....	115	16,979
Collier's .....	79	15,089
Outlook .....	66	9,481
Leslie's .....	50	8,573
Independent .....	47	6,628
Life .....	36	5,081
Christian Herald .....	24	4,177
Every Week.....	21	3,942
Associated Sunday Mag.	21	3,871
All-Story (pages).....	15	3,402
Youth's Companion.....	14	2,925
Scientific American....	14	2,809
Judge .....	14	2,048
The Nation .....	13	1,832
Churchman .....	9	1,555

**February 15-21**

Saturday Evening Post..	230	39,249
Literary Digest .....	115	16,866
Town & Country.....	100	16,848
Collier's .....	68	12,910
Christian Herald.....	71	12,168
Leslie's .....	44	7,528
Scientific American.....	37	7,473
Independent .....	51	7,238
Youth's Companion.....	28	5,654
Illustrated Sunday Mag.	30	5,422
Outlook .....	38	5,347
Life .....	37	5,292
Every Week.....	20	3,715
Associated Sunday Mag.	17	3,202
Judge .....	19	2,797
The Nation .....	18	2,577
Churchman .....	14	2,375
All Story (pages).....	9	2,132

**February 22-28**

Saturday Evening Post..	206	35,162
Literary Digest .....	149	21,516
Collier's .....	96	18,144
Outlook .....	90	13,055
Independent .....	54	7,591
Leslie's .....	42	7,258
Youth's Companion.....	28	5,763



Life .....	39	5,593
Scientific American.....	19	3,904
Christian Herald.....	22	3,797
Every Week.....	18	3,404
Associated Sunday Mag.	16	3,037
The Nation.....	19	2,707
All-Story (pages).....	11	2,603
Judge .....	17	2,485
Churchman .....	8	1,390
<b>Totals for February</b>		
Saturday Evening Post.....	141,979	
Literary Digest .....	82,760	
Collier's .....	58,638	
†Town & Country.....	56,308	
Outlook .....	34,001	
Leslie's .....	30,960	
Christian Herald .....	29,520	
Independent .....	27,983	
Scientific American.....	24,731	
Life .....	20,236	
Youth's Companion.....	17,716	
Every Week.....	15,119	
Associated Sunday Mag.....	13,982	
All-Story .....	11,897	
Judge .....	10,410	
†Illustrated Sunday Mag.....	10,296	
The Nation .....	9,465	
Churchman .....	7,394	

‡ 3 issues per month.

† 2 issues per month.

# RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

	Agate	Columns	Lines
1. Ladies' Home Journal..	272	54,453	
2. System (pages) .....	242	54,229	
3. Harper's Bazar .....	311	52,250	
4. Vanity Fair .....	321	50,908	
5. Country Life in America .....	292	49,085	
6. Popular Mechanics (pages) .....	191	42,952	
7. Good Housekeeping... ..	249	35,738	
8. Woman's Home Companion .....	174	34,989	
9. World's Work (pages) ..	144	32,364	
10. Pictorial Review .....	158	31,781	
11. Cosmopolitan .....	212	30,454	
12. Review of Reviews (pages) .....	133	29,904	
13. Popular Science Monthly (pages) .....	125	29,151	
14. McClure's .....	166	28,220	
15. House & Garden.....	176	27,808	
16. American .....	190	27,208	
17. Metropolitan .....	134	22,902	
18. Garden .....	156	21,900	

19. Delineator .....	106	21,378
20. Harper's Magazine....	92	20,718
21. Everywoman's World..	94	18,820
22. Scribner's (pages)....	81	18,334
23. Woman's Magazine ...	90	18,079
24. Hearst's .....	106	18,020
25. Designer .....	89	17,962

## Pullman Company in Business Press

The Pullman Company is advertising "Pullman Service" in freight car construction in railway publications. "Pullman reputation insures accurate adherence to specifications in every type of car built in our shops," reads one of the advertisements.

"There are no exceptions to this rule. The prevailing high prices of material and labor justify the requirement of Pullman quality in the construction of freight cars."

## Auto Company Appoints H. W. Fenton

Howard W. Fenton has been appointed advertising manager of the Empire Automobile Company of Indianapolis. Mr. Fenton was formerly with the Remy Electric Company and Nordyke & Marmon Company. He succeeds T. O. Jones, who resigned to become foreign agent of J. B. Crockett Company of New York, automobile exporters.

## Cabaniss With American Press Association

C. B. Cabaniss, formerly manager of the agency department of Butler Bros., Chicago, has been appointed Chicago manager of the advertising department of the American Press Association. He was formerly advertising manager of the Norfolk, Neb., *Daily News*.

## Evinrude to Make Engines for Tractors

The Evinrude Motor Company, Milwaukee, Wis., manufacturer of motors for rowboats, is to build oil engines for tractors and trucks and other heavy-duty purposes.

## T. B. Reed With Telautograph Corporation

Thomas B. Reed has been appointed advertising manager of the Telautograph Corporation, New York. He has been associated with advertising and publicity work in Philadelphia.

## Joins Lammers-Shilling Company

Joseph A. Krohmer has resigned from the Goes Lithographing Company of Chicago to become vice-president of The Lammers-Shilling Company of that city.

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF MARCH ADVERTISING

## GENERAL MAGAZINES

	1917	1916	1915	1914	Total
World's Work .....	32,364	28,896	23,786	22,786	107,832
Cosmopolitan .....	*30,454	20,411	22,140	32,256	105,261
Review of Reviews .....	29,904	28,518	19,936	25,470	103,828
McClure's .....	*28,220	*31,340	17,258	20,398	97,216
Metropolitan .....	*22,902	*19,978	*20,394	*19,133	82,407
Harper's Magazine .....	20,718	18,732	19,320	19,768	78,538
Sunset .....	*17,209	*22,580	15,816	22,624	78,229
American .....	*27,208	*19,604	*13,331	*16,229	76,372
Hearst's .....	*18,020	*21,001	*15,868	18,984	73,873
Everybody's .....	12,544	15,005	14,277	21,175	63,001
Scribner's .....	18,334	14,092	11,979	15,680	60,085
Century .....	14,106	12,180	12,208	13,440	51,934
American Boy .....	13,952	9,712	10,720	8,500	42,884
Atlantic Monthly .....	13,870	10,317	6,944	9,408	40,539
Current Opinion .....	*6,940	*10,618	*8,184	*14,049	39,791
Red Book .....	10,486	11,648	8,064	9,184	39,382
Munsey's .....	6,194	7,973	9,380	13,020	36,567
St. Nicholas .....	10,495	6,076	6,160	5,040	27,771
Boys' Magazine .....	8,346	5,774	7,193	5,813	27,126
Ainslee's .....	4,452	5,264	4,704	8,288	22,708

346,718    319,719    267,662    321,245    1,255,344

\*Changed from standard to flat size.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	106,899	103,605	75,651	90,297	376,452
Ladies' Home Journal .....	54,453	38,905	29,725	34,613	157,696
Harper's Bazar .....	52,250	45,633	31,770	21,000	150,653
Good Housekeeping .....	*35,738	26,478	28,716	32,664	123,596
Woman's Home Companion .....	34,989	26,591	21,600	23,502	106,682
Pictorial Review .....	31,781	25,900	20,900	27,300	105,881
Delineator .....	21,378	22,293	15,865	21,589	81,125
Woman's Magazine .....	18,079	16,488	12,865	17,766	65,198
Designer .....	17,962	16,499	12,684	17,800	64,945
McCall's Magazine .....	16,968	16,616	14,606	15,650	63,840
Mother's Magazine .....	15,031	16,758	13,912	17,957	63,658
People's Home Journal .....	14,000	13,719	16,143	16,769	60,631
Ladies' World .....	10,360	17,200	14,800	17,600	59,960
Modern Priscilla .....	12,381	13,314	12,865	16,128	54,688

443,269    399,999    322,102    370,635    1,536,005

\*Changed from standard to flat size.

## CLASS MAGAZINES

System .....	54,229	48,414	47,152	46,984	196,779
Country Life in America .....	49,085	49,392	38,962	47,324	184,763
Vanity Fair .....	50,908	48,063	29,136	29,625	157,732
Popular Mechanics .....	42,952	35,644	27,944	28,056	134,596
House & Garden .....	27,808	23,594	16,602	18,180	86,184
Popular Science Monthly .....	29,151	17,321	16,944	17,192	80,608
Garden Magazine .....	21,900	20,160	15,760	20,386	78,206
Countryside Magazine .....	10,274	16,337	15,130	19,210	60,951
House Beautiful .....	17,358	12,377	11,126	14,883	55,744
Theatre .....	16,610	14,420	9,618	10,836	51,484
Field & Stream .....	11,768	12,526	12,376	11,039	47,709
Physical Culture .....	11,549	10,338	8,748	10,385	41,020
Outing .....	9,362	8,561	8,960	13,007	39,890
Illustrated World .....	9,034	10,276	6,720	7,168	33,198
Travel .....	8,799	6,519	6,707	7,400	29,425
International Studio .....	6,383	6,064	6,629	7,926	27,002

377,170    340,006    278,514    309,601    1,305,291

## WEEKLIES (4 February issues)

Saturday Evening Post .....	141,979	98,223	81,304	86,524	408,030
Literary Digest .....	82,760	67,100	52,490	50,740	253,090
Collier's .....	58,638	53,816	44,060	34,523	191,037
Town & Country .....	*56,308	*43,057	34,287	35,208	168,860
Christian Herald .....	29,520	29,276	26,208	25,536	110,540
Leslie's .....	30,960	36,154	25,094	18,133	110,341
Outlook .....	34,001	21,868	19,656	24,822	100,347
Scientific American .....	24,731	26,387	17,254	19,192	87,564
Life .....	20,236	24,897	18,312	21,133	84,578

\*Three issues.    479,133    400,778    318,665    315,811    1,514,387

Grand Total .....1,646,290    1,460,502    1,186,943    1,317,292    5,611,027

# RESPONSE

The American Magazine has an absolutely definite editorial policy. The magazine knows exactly what it wants to do and is proceeding to do it with all the assurance and success that comes with a clear purpose.

The first response to this definite, helpful policy came from that big, prosperous, wideawake army—the magazine readers.

The net circulation of the December, 1916, number (more than 700,000) was 53 per cent greater than the net circulation of the December, 1915, number. This growth was uniform in news-stand and subscription sales.

The second response has come from national advertisers.

The first three months of 1916, 229 advertisers used 56,295 lines.

The first three months of 1917, 422 advertisers (exclusive of schools) used 80,626 lines.

43 per cent increase in number of lines.

84 per cent increase in number of advertisers.

Never before has The American Magazine wielded so big, individual, positive an influence with the American people as it now does.

Never before has The American Magazine produced the results for advertisers which their records are showing at the present time.

## *The* **American** MAGAZINE

LEE W. MAXWELL, *Advertising Manager*

381 FOURTH AVENUE

NEW YORK

61,161

was the *Paid* Circulation  
of

## The Atlanta Journal

for

Sunday, February 25th, 1917

Advertising in the Journal Sells  
the Goods

## Copy Man Wanted

WE have an excellent opening for an expert copy man. Preferably one with automobile experience, but that is not essential.

It is essential that the man should have had broad agency experience primarily along copy lines.

Please apply with full details. All communications will be held strictly confidential.

*Answer in detail.*

**The Martin V. Kelley Co.**  
Toledo, Ohio

## More Canadian Government Advertising Is Coming

Both the Dominion and Provincial Governments Will Resort to Advertising—Province of Ontario Has a Well-Planned Campaign in Hand for the Department of Agriculture

THE Canadian Government is about to launch several advertising campaigns to speed up the nation's business. It is significant that whenever the Canadian Government desires to increase the country's production or sell war bonds it instinctively turns to paid advertising as a means to that end.

The new Canadian Internal War Loan will be put on the market early in March and as in former issues considerable advertising will be done in all publications in Canada to create a market for these securities.

It is reported that the Dominion Department of Agriculture will start an educational campaign to increase agricultural production. This campaign will be quite extensive and will likely start early in March.

The Provincial Governments are following the lead of the Dominion Government and are about to start advertising campaigns for Provincial benefits. The Ontario Department of Agriculture has appropriated about \$25,000 for advertising. This will be divided into three separate campaigns. One series will be devoted to inducing every householder to grow his own vegetables in backyards and vacant lots. The feature will be the "need for every man to do his bit to increase the food supplies." Four pieces of copy will be used in the newspapers and two or more in the monthly and weekly papers. This advertising will commence at once and run through the planting season. The second campaign will have for its objective the securing of more help for the farmers to enable them to increase their production.

Those not now engaged in other work necessary to the empire's successful prosecution of the war will be urged to help the farmers while others will be urged to take their holidays working on farms. This campaign will include all papers and will call for five insertions. The McConnell and Ferguson agency have secured the accounts.

The purpose of the third campaign will be the bringing together of those who have good seed to sell and the farmers who wish to buy seed. This campaign will be limited to the farm papers and the rural weeklies, with perhaps a few general papers with large rural circulations. It is quite likely that other provincial governments will put on similar advertising campaigns during the spring months.

### To Advertise Prunes and Apricots Co-operatively

That prunes and apricots will be the next California fruits to be advertised nationally and sold under a trade-mark is the strong probability indicated in the news that growers of those fruits have formed an organization to handle the marketing of their crops. The new combination is known as the California Prune and Apricot Growers' Association, and has its headquarters in San Jose. Sixty per cent of all the growers of these crops in California have already joined, according to F. Clark Lewis, of San Jose, the organizer. The present plan is for a \$2,500,000 corporation, governed by a board of trustees, elected by the growers who are subscribers to common stock.

For more than two years, prune growers have been agitating for national advertising in order to insure the permanency of the market for their product. The opening of the war cut off a large part of their market, inasmuch as Germany was one of the heaviest users of California prunes. In addition to this, new acreage of prunes which has just come into bearing, or is about to do so, has increased the annual crop by a very large percentage of the total.

### LC. VAN BENSCOTEN

Commercial  
Illustrator  
1201 Flatiron Bldg.  
NEW YORK

Phone 4972 Gramercy



## BOOKLETS

turned out by printers cost more than is necessary, due to lack of standard methods of manufacture.

We have been devoting our 46 years' experience and vast resources, backed with skill and advanced ideas, methods and machines, for economically making attractive envelope booklets in 1,000 up to 5,000 lots.

Every business can use booklets profitably and thousands of dollars can be saved by using Dando Standard Booklets.

Write on your business letterhead for sample (Standard No. 8) booklet: "Money Saved Is Money Made," which interestingly describes the advantages and economies of using Standard (made) Booklets. Address:

THE DANDO COMPANY

*Dando Building*

PHILADELPHIA, PA.

## THE WIRELESS AGE

reaches

EXPERIMENTERS,  
amateur and expert, in a  
great, new electrical field.

The leading medium  
devoted wholly to  
wireless work.

Although the price was increased Jan. 1, 1917 to \$2.00, the circulation increased and is continually growing.

Our subscribers are  
ALL BUYERS.

SEND for SAMPLE and RATES

42 Broad St. New York

# The Little Schoolmaster's Classroom

WHEN the new catalogue of Dodge Brothers fell into the hands of the Schoolmaster the other day he was reminded of that article of S. E. Kiser's, which appeared in the September 14 issue of *PRINTERS' INK* last year and of the interesting controversy which followed its appearance. Readers of the classroom will recall that Mr. Kiser took automobile advertisers to task for filling their copy with technicalities that are Greek to the average reader. He contended that if the manufacturers found it necessary to advertise in the terms of the mechanic or the engineer, they should give the reader at least an inkling of what those terms mean.

Those who agree with Mr. Kiser will not find much to criticize in the catalogue recently issued by Dodge Brothers. Not only does it not burden the reader with technical terms, but also in the major portion of the book there is no reading matter at all, not even a caption to a picture nor a page number. The book is something apart from the ordinary run of automobile catalogues. It is made up, in the main, of beautiful line drawings, showing the car in both rural and city settings. The illustrations produce the effect of an original drawing, and add a lure to the showing of the car that is almost irresistible.

\* \* \*

In explaining the purpose of this unusual catalogue, G. H. Phelps, director of advertising of the company, made this statement to the Schoolmaster:

"It is in truth an attempt to show Dodge Brothers motor-cars in characteristic settings, to describe it principally by illustrations, and to present it to the prospective buyer without exaggeration in text or picture. We have worked with the picture-book idea in mind continually and we have endeavored to cut

the text down to the minimum, confident that the public is not interested in lengthy or technical descriptions. We believe that the day of selling motor-cars by sales talks dealing entirely with mechanical construction is over. I am sure it is no longer necessary to sell a motor-car from rear axle to radiator cap. The purchaser is interested in purchasing a car because he believes that it is the kind of a car that will do for him the things that he wants a car to do. He is not interested in the fact that the camshaft is made of Chrome Vanadium steel; he is simply interested in performance, and the reputation of the company with whom he is dealing. In the twenty-five months that Dodge Brothers have been marketing their own car, over 125,000 of them have been manufactured and sold, representing a business of over \$100,000,000. We believe that these 125,000 have been productive of considerable good will, and it is upon this fact that we carry forward our sales plans."

This seems to be a growing idea in automobile advertising. It is brought out conspicuously in other copy in which the trademark, rather than technical details, is exploited. Many automobile men believe that the time has come to offer a car on its record and for what it will do and not for the way it is made.

\* \* \*

There comes to the Schoolmaster's desk a clipping from a Los Angeles, Cal., newspaper, which recites a seemingly sad condition of affairs. At a recent meeting of the executive board of the Los Angeles division, California Federation of Women's Clubs, a resolution was adopted which says that "Whereas, the bulk of oranges sold in Los Angeles has been of low grade; and

"Whereas, the best grade of oranges is being shipped to Eastern points; and

"Whereas, we believe tourists



# Among Those Traceable

Among traceable subscriptions to GOOD HEALTH during a single month were 20 from known capitalists—26 from bankers—28 from manufacturers—79 from merchants—72 from lawyers—8 from judges—70 from doctors—37 from real estate operators—14 from civil engineers—33 from owners of large estates—and 41 from managers and superintendents of large industrial establishments. For further information about the circulation of GOOD HEALTH address—

Advertising  
Manager

**GOOD HEALTH** 1803 W. Main Street  
Battle Creek, Mich.

**Do you want** a man who knows how to produce copy, layouts, magazine advertisements or direct-by-mail material that has the real pulling power of salesmanship? We can give you his name.

Address

**"Service Headquarters"**

Box 1054, Hartford, Conn.

## Wanted:—Sales Manager of Broad Experience and Ripened Judgment

A man capable of engaging and managing men; analyzing market conditions and opportunities; formulating, directing and carrying out sound sales policies.

Of sufficient ambition and resourcefulness to apply this ability in a virgin field, where modern scientific sales management and policies are unknown and where the possibilities are unusually large.

The particular business in this field is of long standing, has excellent physical equipment, and ample cash resources, and enjoys a high reputation where its product is placed.

A principal place in the business can be attained if, by aggressive, sustained effort and correct business methods, the capacity is demonstrated to increase sales and manage the selling organization.

ADDRESS:

**Fuller & Smith**

1502 Guardian Bldg., Cleveland, Ohio.



### For some Manufacturer— of Grocery Products or Articles sold through Druggists

a thoroughly trained advertising man who can analyze distribution problems, who knows retail conditions, who can write advertising copy for Newspapers, Magazines, and Trade papers, who can create and economically buy dealer helps.

### For some advertiser—

an advertising manager who for six years has studied distribution and advertising from the standpoint of the Publisher, the Manufacturer, the retailer and consumer.

The position I am seeking must afford a wider exercise for my abilities than is possible under the limitations of my present position.

I enjoy an almost nation-wide business acquaintance and the confidence of many men of affairs.

I possess brains, personality, youth and tireless energy.

I am Married (35 years old) and have no objection to small towns.

I am using PRINTERS' INK as the quick and short cut to the man who can utilize my service to the fullest extent. Perhaps we can get together or, if not, you may be able to help me find the place I am seeking.

Services available May 1st or earlier.

Confidence observed and expected.

T. A. B., Box 243, care PRINTERS' INK.

# CARBONA

## Cleaning Fluid

Removes grease  
spots instantly  
without injury to  
fabric or color

Cannot  
burn or  
explode



154 254 504 7400 All Druggists

From  
a Little Sprout to

## Two Large Plants

The success we enjoy has not...  
been immediate, but has required  
years of close application and earnest  
effort and like all things so evolved it  
is permanent and solidly founded.....

### The Sterling Engraving Co.

200 WILLIAM ST. NEW YORK 104 AV. & 36 ST.  
BECKMAN 2900 YORK GREELEY 3900



discredit our city because they are unable to purchase any but low-grade oranges, when they anticipate buying the finest grades; and

"Whereas, it is our due that a small part of our finest oranges be obtainable here at home, be it hereby

"Resolved, that we will individually and collectively support and favor any movement attempting to replace low-grade fruit on our markets by the best grade of oranges, and be it also

"Resolved, that we will demand the best of our grocers and fruit dealers when buying oranges."

\* \* \*

The Schoolmaster remembers that Los Angeles, where these estimable ladies have raised their cry for better oranges, is also the home of the California Fruit Growers' Exchange, which markets the golden fruit to the tune of some \$37,000,000 yearly, including the advertised "Sunkist" brand. He wonders whether this is an instance of a great nation-wide marketing organization being so intent upon the larger problems of distribution that it overlooks the opportunities which lie at its own front door? It is not infrequently so. A few months ago C. H. Clark, of Robbins & Myers, described in the pages of PRINTERS' INK the profitable way in which that company developed new business possibilities in its home city of Springfield, O., which had been almost ignored while the organization bent its energies toward distant fields. Mr. Clark argued that such a condition as that in which Robbins & Myers found themselves is nearly inevitable when the handling of the local territory is left to be a "spare time job" for the general sales office.

\* \* \*

Whether any such situation as this is involved in the plea for better oranges in Los Angeles, the Schoolmaster, of course, does not know. It is more than likely that there are other factors entering into the situation of which no one outside the citrus fruit industry is qualified to speak. At any rate, he refers the whole mat-

ter to the California Fruit Growers' Exchange, with the confident hope that the organization will find a way out of its problem so that the executive board of the Los Angeles district, California Federation of Women's Clubs, need pass no more resolutions.

\* \* \*

The Schoolmaster has often wondered why the presidents and administrative chiefs of big concerns that hold sales conventions rarely attend them. They may show themselves for a few moments at the opening session and then disappear for the rest of the week. It is quite evident that they either do not appreciate the value of these conventions or they overlook the opportunity they afford for establishing a closer relationship with the men who are fighting their commercial battles out in the field. A few presidents—the heads of some of the largest industrial corporations—have, within the past few years, seen the light, and not only attend sales conventions, but plan special meetings and entertainments at which they may be present and meet their employees in an intimate, social way. One of the direct effects, and perhaps the most significant, is the development of a strong organization spirit. Both employers and employees feel a deeper interest in each other and realize, as perhaps never before, the value of mutual helpfulness in business relationship.

## AMERICAN MOTORIST

LARGEST CIRCULATION  
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.

Member Audit Bureau of Circulations

No matter how good your goods are, our engravings are good enough to show that goodness.

**GATCHEL & MANNING**  
**PHOTO-ENGRAVERS**  
in one or more colors  
**PHILADELPHIA**

## Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

## Booklets and

Catalogs Many of America's prominent advertisers, advertising agencies and others requiring high grade composition or printing, use the

**Charles Francis Press**

PRINTING CRAFTS BUILDING

EIGHTH AVENUE, 32d to 34th Sts., NEW YORK CITY

## PAUL BROWN

COMMERCIAL ARTIST  
16<sup>th</sup> FLOOR,  
TIMES BLDG.  
NEW YORK

PHONE  
BRUNY  
7557



## GUMMED LABELS

FOR *Your Parcel Post and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

**McCOURT GUMMED LABELS IN PERFORATED ROLLS**

Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

**McCOURT LABEL CABINET CO.**

H. H. BLACK, Pres.

53 Bennett St.,

Bradford, Pa.

## Classified Advertisements

### HELP WANTED

New York Advertising Art Studios have opening for producing service man. Box 814, care Printers' Ink.

**ADVERTISING SOLICITOR**—By group of trade journals. Man with successful soliciting experience in textile field preferred. State experience and salary. Box 798, care **PRINTERS' INK**.

### ADVERTISING MEN

Would you be interested in a high-grade, clean-cut advertising proposition which will practically be a business of your own and worth at least \$5,000 yearly? Address Gravure Pictorial Publishing Co., 200 William St., New York.

**YOUNG MAN WANTED** with some advertising or reportorial experience to edit house organ going to automobile trade. The right man will assist advertising manager in the preparation of other advertising and promotion literature. Box 810, care Printers' Ink.

Old established firm in Chicago, with an excellent organization, would consider taking the advertising representation, for Chicago and vicinity or the Middle West, of a live eastern trade publication on a strictly commission basis. Can furnish highest references. Address H. G. Rich, 431 S. Dearborn St., Chicago.

### ADVERTISING SALESMAN

A publication enlarging its scope is open for the services of an experienced advertising salesman who is a worker, ambitious and desires rare opportunity. Liberal commission. Bloch Advertising Service, Inc., 25 West 42nd Street, New York, between 9 and 12 A. M.

**WANTED**—A reliable salesman for assistant manager of an established book business in China. An unusual opportunity for a young unmarried man. Must be familiar with educational lines and big enough to approach college presidents. Traveling expenses to China paid. Highest references required. The Lawyers Co-op. Pub. Co., Rochester, N. Y.

### Opportunity for High Grade Advertising Man

A well established agency handling high grade accounts and rendering its clients a service above the average has an opening for an experienced solicitor on a drawing account against commission basis. He must be a man of character and high ideals with a practical knowledge of merchandising. His past record should be an indication of what he might be expected to accomplish by combining his energy and experience with the service and cooperation this organization can give him. Application should state age, experience, nationality, past connections, character of business handled and give any other details that might prove helpful. All replies treated strictly confidential. Box 797, care Printers' Ink.

**ADVERTISING AND SELLING.** Over five years retail, manufacturing and trade journal experience, soliciting, copy writing and service details. Trained by expert of national reputation, who writes: "I really do not know of any young man of his age (31) who is better qualified." For complete information ask about No. 894. **FERNALD'S EXCHANGE, Inc.**, Third National Bank Bldg., Springfield, Mass.

**BUSINESS MANAGER**—Publisher of several technical trade journals, long established and profitable, wants thoroughly competent business manager. No theorist or soft snap seeker but a reliable, hardworking, practical man with successful publication experience who wants to advance on his merits and results produced. One who can work with and relieve publisher and soon take charge of business office; employ and train assistants and increase the business, which is now ready for such development. Full particulars required, also mention starting salary. New York Box 794, care Printers' Ink.

### Can You Sell Space in a

### High Class Business Publication?

A Chicago publishing house requires immediate services of advertising man experienced in selling trade paper space. Must be under thirty and in best of health. Will consider only one who has made good elsewhere. Prefer graduate of some "make it pay" department and willing to travel. This position has bigger possibilities than can be explained here. Correspondence strictly confidential. Box 801, care Printers' Ink.

### Representative In West

Two well known Trade Papers, both recognized leaders in their fields, have splendid opening in middle Western Territory. Advertising, sales experience necessary. Position calls for enthusiasm and a dogged determination to get the business. Commission arrangement with drawing account. Write in detail, giving full particulars as to experience, age, and present position.

Apply Box 795, care Printers' Ink.

**ASSISTANT TO ADVERTISING MANAGER** of growing manufacturing concern—Young man with technical and engineering experience to assist in the preparation of catalogues, direct-by-mail campaigns and trade journal advertising. Moderate salary to start and a splendid opportunity for the right man. State age, education, positions held and salary required. Address Box 800, care Printers' Ink.

### Advertising Services For Sale

A keen brain  
A healthy body  
A real enthusiasm  
Lots of "pep"

combined with a college training and real advertising experience in copy-writing, layouts, type and printing. Have executive ability and extensive correspondence experience. Can some live-wire Sales or Advertising Manager use me as an assistant or have you an advertising position open which the above qualifications would cover? Now employed. Box 816, care Printers' Ink.

### WANTED

Manager of Promoting Department of New York Branch of big national advertiser.

A Christian woman of age, personality and experience to control others in her department. Executive ability and tact to handle department.

Must be capable of composing effective business-getting letters, take full charge of promoting and advertising lists, and attend to all daily salesman reports—must have knowledge of such work, but learn other ways and things as well.

Only thoroughly accurate, conscientious woman need apply.

An opportunity to connect with high caliber house and a position as big as you will make it.

Address, stating salary, complete personal business history and full details with reference to above qualifications. Box 799, care Printers' Ink.

Replies held confidential. Be prepared to give references.

### MISCELLANEOUS

**N. AGENCIES:** Big Money for **BLOCKED** or **UNBLOCKED** Y. A **ELECTROTYPES**; Schworm-Mandel, 450-4th Ave.

**PRINTERS' ALSO N. Y. City papers. INK—"OLD" Schworm-Mandel; 450-4th Av., N.Y.**

**N. Agencies** We Pay **BIG MONEY** for Old Y. Magazines. Schworm-Mandel, N.Y.

**N. Printers** Cheapest Way to **Carve** Adv. Agencies Use **SCHWORM-MANDEL SERVICE**

**MAGAZINE** Save Big Money. Use Schworm-Mandel **PUBLISHERS** Service to Deliver Agency Copies

### WHAT HAVE YOU TO MANUFACTURE!

Responsible party desires to get in touch with owner of patent to article that can be manufactured in mid-west city of 200,000 population and rich surrounding territory for moderate sum and have steady, continuous demand and sale either through jobbers or agent. Will purchase patent outright or form working partnership with right man. References furnished and required. Address Box 796, care Printers' Ink.

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel., Cort. 4968.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.



**SELLING AID CUTS** insure better returns — high-class artwork at cost of plates only. Attractive, dignified illustrations for putting more pull in house organs, sales bulletins, ginger talks, enclosures, folders, letters, postcards, circulars, dealer helps. Send 25c today for cut book and thirty-two free plans for using cuts — rebated on first order.

Selling Aid Cut Service, 609 S. Clark St., Chicago.

### POSITIONS WANTED

Bookkeeper — stenographer — secretary — young woman — advertising agency experience. Also registrar. Present position offers no chance for advancement. Box 805, care P. I.

**WANTED—CHANCE TO UTILIZE ONE VIGOROUS BRAIN IN CORRESPONDENCE DEPARTMENT OF MAIL ORDER HOUSE. BOX 802, CARE PRINTERS' INK.**

### Copy Writer

Writes good English; does not know it all but experienced; art and editorial training also; now employed. Moderate salary. Box 803, care Printers' Ink.

### "Somewhere In Phila."

an agency needs a good copy man—a steady, consistently forceful writer. I'm he. Box 807, care Printers' Ink.

Wanted—Responsibility and opportunity to grow under live adv. mgr. of smaller manufacturer. Am young man of 26 yrs. College trained. Experience in newspaper, trade journal, catalogue and booklet advertising. Now on copy staff of large manufacturer. Box 813, P. I.

### ADVERTISING MAN

Now copy-writer and solicitor on prominent daily newspaper wishes broader opportunity as assistant to advertising manager. 25. College trained. 4 yrs. experience in adv. and selling. Box 811, P. I.

### A Discontented Copywriter

Seeks a change. Seven years of varied advertising experience; last five years with agency. An uncommon understanding of the "tools" of advertising: Printing, Art, Engraving, Layouts. Box 809.

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*No. 14 of a Series*

There is a public necessity  
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More than 100,000 fami-  
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# A Searchlight For Advertisers

If you should drive your automobile over a strange road on a dark night, without your headlights burning, you'd run the risk of disaster every moment, *because you couldn't see ahead.*

It's being able to *see ahead* that wins success, no matter what you're doing.

*The Chicago Tribune's Merchandising Service Department* enables you to *see ahead.* It flashes a searchlight for you over all Chicago. It shows you where the smooth macadam roads are found. It enables you to avoid the bumps and ruts and ditches that would wreck your selling plans. It enables you to *cut your selling and advertising costs* and at the same time get *increased results.*

And all this is at your command, free of cost.

Write for details on your letterhead.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation over  $\left\{ \begin{array}{l} 600,000 \\ \text{500,000 Sunday} \\ 350,000 \\ \text{300,000 Daily} \end{array} \right.$

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